

The NATIONAL UNDERWRITER

Life Insurance Edition



A Refresher Course THAT EXPERIENCED SALESMEN WILL USE

Life Insurance salesmen like the snappy, newsy style of the D.L.B. Agent's Service. New ideas and plans monthly as they develop in the field. Charts, graphs and mathematical calculations to prove to investment buyers that Life Insurance is the best buy. Major subjects, occasionally revised from fresh viewpoints, hence always interesting, always stimulating, always new. A new aspect of a fundamental idea is many times just what a salesman needs to give him increased confidence, courage, determination.

Because this Educational Service is interesting, companies and agencies are finding that experienced salesmen will use it as a Refresher Course, carefully going through the three volumes. A 40-week Training Manual is provided, three to nine questions a week; 38 questions in

the "General Review" quiz at the last, a total of 272 questions which any well-informed Underwriter should be able to answer. This refreshing review not only reminds, but tends to cause more definite opinions to form and besides, ideas are stimulating and continued stimulation is cumulative.

While business is good, morale high and salesmen are seeing a lot of people is the best time to put on a Refresher Course. Better opportunity to improve skills and work habits and to strengthen convictions against the reconversion period which is coming shortly, thank the Lord. Just what the doctor ordered for returning veterans. Write for particulars and experience of companies and agencies who are now operating this plan.

THE DIAMOND LIFE BULLETINS

420 EAST FOURTH STREET • CINCINNATI 2, OHIO

FRIDAY, MAY 4, 1945

SMALLER Life Companies make
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HOME OFFICES
LIFE: PHOTO-COPIES

DATA FOR INSURANCE

Many smaller Life Insurance companies are discovering how economical and satisfactory it is to make their photo-copies "at home".

Formerly, the production of a copy of the application for each policy was a matter of manual transcription or contracting with an outside photo-copy service. These arrangements—sometimes slow and usually expensive—have now been "obsoleted" by *The Dexigraph Camera*.

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REMINGTON RAND

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O'Mahoney Featured at Boston Dinner for Mass. Governor

Senator Contends Insurance Regulation Must Be Brought Up to Date

BOSTON—U.S. Senator O'Mahoney of Wyoming, chairman of the insurance subcommittee of the Senate Judiciary Committee, addressed more than 600 insurance men Tuesday night at the customary dinner given by the Insurance Society of Massachusetts to a new governor, Maurice J. Tobin.

Arthur J. Cronin of Kaler, Carney, Liffier & Co. was toastmaster. President Frederick J. Devereaux of the society and Herbert G. Fairfield of Fairfield & Ellis acted as chairmen of the program. Edward C. Stone, U.S. manager of Employers Liability, was chairman of the reception group.

The greetings of the insurance fraternity were extended to the governor by President Donald C. Bowersock of Boston and Old Colony; President S. Bruce Black of Liberty Mutual, and by President Jay R. Benton of Boston Mutual Life for the life companies.

Commissioner Harrington was prominent among the head table guests, who also included President T. J. Falvey of Massachusetts Bonding; President Francis P. Sears of Columbian National Life; President Charles E. Hodges of American Mutual Liability; President Marshall B. Dalton, Boston Manufacturers Mutual; President Harry E. Moore, National Association of Insurance Brokers; President Montague Ford, Boston Life Underwriters Association, President John E. O'Neil, National Association of Casualty & Surety Agents.

Mr. Benton said that the people are anxiously waiting for the time when war time controls over civilian life will be relaxed fully and quickly. The policies which are now being followed, he declared, are rapidly creating conditions in which the desire for security tends to become stronger than the desire for freedom. It is fatal to extoll security at the expense of the freedom of business, society and the individual. The time has come to stop, look and listen. Some of the forces which destroyed freedom overseas are also at work in this country.

Even before the war restrictions and impositions had multiplied so that no single person was able to carry in his memory even a small fraction of all the acts, statutes, ordinances, resolves, proclamations, and decisions emanating from an army of 100,000 makers of laws and ordinances. The war merely increased the momentum of the world wide movement for control and management of society and those who comprise it.

Address of O'Mahoney

Senator O'Mahoney said in no field is the relationship of industry with government more important at this juncture than in insurance. By act of congress the opportunity has been extended to both government and business to bring insurance law up to date. In the last 25 years conditions have changed in the whole commercial and industrial world, and it is incumbent on business and political leadership to make adjustments to conditions as they now exist, he said.

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Delivery Is Made in Seattle Insurance-Charity Project

A charitable fund raising campaign utilizing the vehicle of 20-year endowment life insurance conceived 20 years ago in Seattle and successfully executed with the cooperation of the life underwriters of that city, has now come to the payoff stage and presentation ceremonies were conducted at a dinner that gave a great glow of satisfaction to the life insurance people there. Holgar J.

amount in force on a fully paidup basis is \$25,538 and the amount received in dividends is \$18,602. These figures tot up to \$398,724 but the hospital itself paid \$32,492 during the depression years to keep some of the policies in force.

Among those invited to the dinner were 45 Seattle citizens who personally have paid their own premiums on policies on their own lives during the entire



Johnson, president of Institute of Life Insurance, was the featured speaker.

The picture reading from left to right shows: W. Dwight Mead, Pacific Mutual Life, who served as chairman of the campaign 20 years ago; Mrs. D. E. Skinner, wife of the man who conceived the idea to benefit Seattle Children's Orthopedic Hospital; Henry B. Owen, president of the Children's Hospital; Milton A. Link, Bankers Life of Iowa, president Seattle Life Underwriters Association, and Holgar Johnson.

Held in Kickoff Room

The net amount received by the hospital is \$366,232. The policies were written for individuals in a drive 20 years ago and the money was presented in the same hotel ballroom where the kickoff dinner was held.

The total amount of insurance written during the drive in 1925 was \$789,771. Death claims received amounted to \$77,750; cash values received on the policies surrendered up to 1934 totaled \$31,618.

Endowments maturing at this time aggregate \$156,465. The amount still carried in life policies is \$88,750, the

period. Some firms, civic and service clubs paid premiums on the lives of various individuals.

Mr. Link presented the endowment check totaling \$156,465 to Mrs. Owen.

Hospital Founded in 1907

The hospital was founded in 1907 by 24 Seattle women who pledged \$20 each to start a crippled children's ward at Seattle General Hospital. In 1925 the late D. E. Skinner, a leader in shipping circles, was approached for additional group insurance on the board of directors of a building he owned. He suggested instead that as a memorial to his daughter the orthopedic hospital be named as beneficiary of the additional insurance. A few days later he advanced the idea that every Seattle citizen might be asked to buy \$1,000 policy in favor of the hospital.

The life underwriters association entered the campaign enthusiastically and some 400 agents sold nearly \$800,000 of policies written in 49 companies.

Holgar Johnson became so enthusiastic about what was done at Seattle that he is advocating that similar projects be undertaken elsewhere.

Juvenile Cover Problem in N. Y.

NEW YORK—Although New York recently amended its insurance law to permit agents to write up to \$5,000 life insurance on children 4½ to 9½, provided the coverage does not exceed 25% of the amount in force on the life of the parent, the New York department has addressed a letter to companies calling their attention to the necessity of including a clause or endorsement in policies limiting the aggregate amount of insurance which may be paid on the life of a child in the event of death prior to age 14½ and providing for a premium refund for any excess insurance.

The letter said a question of interpretation had come up regarding section 147 and the attorney general had been asked for an opinion. No forms have been approved and agents have, therefore, been unable to write the business. The department's question was in de-

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To Test Out New Life Report Form

NEW YORK—Plans for testing out the proposed new form of life company report were discussed and decided on at the meeting of the blanks committee of the National Association of Insurance Commissioners.

Under the direction of Arthur Cleary, actuary of the Massachusetts department, chairman of the committee on the new form worked out by the Life Insurance Association of America and American Life Convention, as companies come up for examination some will be selected for application of the new form to see what results would be. Some tests have already been made. The proposed form of statement is much simpler than the present form and is much more like the usual type of corporation annual statement.

Deputy Superintendent W. A. Robinson of Ohio is chairman of the blanks committee.

Mass. Mutual Brings Out New Agents Compensation Plan

"Career Contract" Gives Persistency Credits and Embraces Retirement Plan

A new compensation plan for qualifying agents has been announced by Massachusetts Mutual Life. It was presented at meetings of all agencies throughout the country Monday. Agents who do not care to accept the plan and those who are ineligible may continue under the present commission contract, with benefits under the field assistant plan available, and the privilege of receiving service fees not affected.

The new plan provides a balanced program of remuneration during active service, together with retirement benefits, for agents who make a career of soliciting business for the company. It makes larger income available during the period when a substantial portion of time is required for servicing old clients; and opportunity is presented for systematically providing for retirement.

The plan is offered on a voluntary basis and is not compulsory either for agents previously under contract, or at the present time, for newly appointed agents. If the new plan is elected, all of its various elements must be accepted as a unit.

The plan will be effective July 1. Any person, other than a general agent, now authorized to solicit business for Massachusetts Mutual and who devotes full time to such solicitation will be eligible for the "career contract," provided he is not over 60 and was not over 55 at the date of execution of his present contract. Any person coming under contract on and after July 1, other than a general agent, who plans to devote most of his time to soliciting business for the company, will be eligible for the "career contract," provided he is not over 55. In all cases, eligibility is subject to the assent of the general agent and of the company.

Present Scale Unchanged

The present rate of first year and renewal commissions will remain unchanged. Renewals through the 10th policy year vest at death, upon retirement and during total and permanent disability, as defined under the agents' contributory plan for supplementary compensation; upon termination otherwise four renewals vest, provided the requirements of one year under the "career contract" and \$120,000 of paid for business have been met (or waived because of prior service).

After the expiration of the renewal commission period and during the continuance of active service under the "career contract," active persistency credits will be payable. These are payments to the agent as long as he meets the paid for volume requirements during his period of active service, that is, prior to retirement or total and permanent disability. These credits are based on the amount of paid for business secured and persisting on a premium-paying basis into the eleventh and subsequent policy years. Those credits increase as the policies to which they apply continue in force.

Upon retirement, retirement persistency credits will be payable at slightly

(CONTINUED ON PAGE 21)

Membership Drive Circulars Put Out by N.A.L.U.

In its campaign to raise membership to 40,000 before June 30, the National Association of Life Underwriters has issued two four-colored broadsides outlining the advantages and opportunities of membership. Copies have been sent to all state and local association officers as well as to the agency heads of companies.

The folders, which make a straightforward appeal to all life agents to join their local, state and national associations, are graphically illustrated and contain a series of well developed facts supported by practical arguments that will appeal to all field men. The folder, "Your Association at Work for You" is designed as a direct appeal to all field men residing in or adjacent to a city in which there is a life underwriters association. The second folder, "A Good Investment for the Life Underwriter," directs its message to life insurance men and women who are located in territory too far from a local association to allow them to attend its monthly meetings regularly.

The resident folder outlines the work of the local, state and national organizations and how members benefit from the many activities undertaken in their behalf and in behalf of their policyholders. The folder points out how, through sales congresses, clinics, training courses and through the C.L.U. movement, the member can gain education and self-improvement in modern selling techniques.

Opportunities are pointed out for increased prestige with the insuring public, to join with fellow underwriters in the defense of the agency system, to assist in the education of future prospects by the distribution of sound information and literature and to serve the community and nation through participation in war loan, blood bank campaigns and other patriotic cooperative activities. The folder likewise highlights the association's work in the fields of state and federal income and estate taxation as well as in the promotion of corrective and incentive legislation in the interests of the field men and policyholders.

The "non-resident" folder contains much of the same material as is included in the "resident" folder but the appeal is supplemented with many significant arguments as to why all life agents should be given an opportunity to participate in the broad program of activity being undertaken by the local, state and national associations.

Says Amen to Dowell's Praise of the Independent

C. R. Henry of Henry & Henry, New York Life representatives at Little Rock, has made public a copy of a letter he has written to Vice-president Dudley Dowell of his company, complimenting him on the talk that he made recently before the District of Columbia Life Underwriters Association emphasizing the virtues of the independent agent system.

Mr. Henry expressed the belief that it would be "pathetic" to see the servicing of life insurance fall into the hands of salaried employees. This, he contends, would take personality out of the business and it would become a mechanical operation.

Much emphasis, he said, is being put on the mechanical end and this is causing the business to lose sight of personality and the training of individual attitudes of the agents. Unless personality is cultivated, the literature, graphs and what Mr. Henry calls mechanical training have little effect. Mr. Henry states that he is acquainted with agents that are intelligent, educated, of good family background and possess influence but are not successful insurance men because they lack warmth of personality and human attributes.

E. W. Marshall Is Actuaries' Head

Edward W. Marshall, vice-president and actuary of Provident Mutual Life, has been elected president of the Actuarial Society of America. He will take office May 25, when the results of the mail ballot are confirmed by the so-



EDWARD W. MARSHALL

ciety's council. Mr. Marshall had served previously as vice-president. He has been a member of the council since 1926.

Election of the other officers has not been completed. The balloting is done by mail and it probably will be two weeks before the final results are known, inasmuch as all of the votes have not been received.

Mr. Marshall has been chairman of the joint committee on actuarial studies of Actuarial Society and American Institute of Actuaries, of which he is also a fellow. He is a member of the International Congress of Actuaries and of the joint committee on mortality of Actuarial Society and Association of Life Insurance Medical Directors.

Mr. Marshall is a trustee of the T. Wistar Brown Teachers' Fund.

Mr. Marshall attended University of Pennsylvania. He entered life insurance in 1909, and joined Provident in 1911. From 1917 to 1920 he was assistant actuary of Fidelity Mutual. In 1920 he returned to Provident as assistant actuary, and became successively associate actuary, actuary, and vice-president and actuary.

Chicago Claim Group to Hear Gordon; Elect Officers

Harold R. Gordon, executive secretary of the Health & Accident Underwriters Conference, will discuss "Fallacies of Claim Settlements" at the meeting of the Chicago Claim Association, May 8 at 310 South Michigan avenue.

A new constitution and by-laws will be submitted and the following slate of officers will be acted upon: Gilbert T. Delahunty, Alliance Life, president; E. W. Engeleke, Illinois Bankers Life, vice-president; H. J. Kirstner, Great Northern, secretary; Paul Tyler, New York Life, treasurer; and Ray Pearson, Prudential; Bernard Sachar, Sterling; J. J. Dryer, Northern Mutual Casualty; George Kae, Metropolitan Life, and Benjamin Hanselman, Travelers, members of the executive committee.

R. L. Feldman Agency Moves

The Robert L. Feldman agency of Union Mutual Life at Pittsburgh has moved into larger quarters in the Arrott building. It has been located in the Oliver building. One of the reasons for the move was the increased business that has developed since Union Mutual brought out its line of non-cancellable accident and health contracts.

Make N.A.I.C. Meeting Plans Subject to ODT OK

ST. PAUL—Providing the ODT gives its approval the meeting of the National Association of Insurance Commissioners will be held at St. Paul June 5-6. Tentative reservations for those days have been made at the St. Paul hotel, which will be the headquarters.

A committee of local insurance men of which Harold J. Cummings, vice-president of Minnesota Mutual Life, is chairman, is looking after the local arrangements.

Henry Guthunz, Jr., executive vice-president of Anchor Casualty, is chairman of the entertainment committee.

EXPECT APPROVAL

WASHINGTON.—The government's war committee on conventions is expected to approve request of the N.A.I.C. for permission to hold its annual meeting at St. Paul, June 3. The application has been passed up to the committee by the secretary, at the ODT, who screens out requests deemed unessential.

At ODT and committee headquarters it is understood that purpose of the proposed meeting is to discuss public law 15, the new federal insurance statute. The impression prevailed in those circles that Attorney General Biddle wants the N.A.I.C. meeting held.

No Word From Biddle

At the Department of Justice, however, it was stated Biddle has not "told" the N.A.I.C. they should meet or asked them to meet, or asked approval of their meeting any more than he has told the states what kind of insurance laws they should pass. However, it is believed he would look with favor upon attainment of as much uniformity as practicable in state laws conforming to the pattern indicated in public law 15, coupled with the S.E.U.A. decision.

It is understood some of the commissioners expect to confer with Biddle before long.

Meanwhile, all indications at the Department of Justice point to there being no civil proceeding against S.E.U.A.

Wendell Berge, assistant attorney general in charge of anti-trust prosecutions, is scheduled to address the Washington Trade Association Executives luncheon May 16, on trade associations and the anti-trust laws.

Premium Now \$4 Lower by Mortality, but \$5 Higher by Interest Factor

W. O. Menge, second vice-president of Lincoln National Life, in his company's house organ, reduces to simple terms the effect on life insurance costs of investment and mortality trends. Improved mortality during recent years has meant a decrease of about \$4 in the ordinary life premium and of about \$3 in the 20-year endowment premium at most insurable ages, he states. Had all other factors remained constant, he said, premiums now being charged for new policies would have been considerably lower than they were 25 years ago. However, the reduction in interest rate over a period of years has meant an increase in premiums of about \$5 for ordinary life, about \$7 for 20-year endowment and these, of course, more than counter-balance the decrease produced by improved mortality.

"Come what may, high mortality or low mortality, high interest or low interest returns, motives for the purchase of life insurance will still remain," Mr. Menge points out. "The need and desire of the head of the family to leave behind him adequate provisions for dependent members of the family is inherent in human nature. The public can still be served by the institution, irrespective of changing conditions."

Put Baumann's Hat in Ring for N.A.L.U. Secretary

HOUSTON—Following closely on the resolution of the Houston Association of Life Underwriters endorsing his candidacy for secretary of the National Association of Life Underwriters, Jul B. Baumann, general agent here for Pacific Mutual Life, officially entered the race for that office, it was announced by Dale Shepherd, chairman of the Baumann committee in



J. B. Baumann

charge.

"Mr. Baumann has authorized his name to be posted as a candidate for the office of secretary of the association," Mr. Shepherd said, "since it appears to be the desire of his associates both locally and statewide to elevate him to that high office. I have assumed the task of coordinating the forces interested in his election, and am already at work."

The executive committee of the Texas Association of Life Underwriters, meeting at Austin, also endorsed Mr. Baumann's candidacy and recommended that each of the 23 local associations in Texas take similar action.

Mr. Baumann is trustee and membership chairman of the N. A. L. U. He has held office in the Houston association, as well as the presidency of the Texas state association.

The entire executive committee of the Texas association has been named on the Baumann committee.

Mr. Baumann has spent nearly 20 years in life insurance. Originally with Aetna Life in its group department, after a training course he was assigned to take charge of the St. Louis group office, later being transferred to New York. In 1929 he moved to Texas, where he became associated with the W. G. Harris agency in Dallas. He went to Fort Worth in 1931 as a personal producer and maintained production which reached \$500,000 annually at its peak.

In 1933, he became general agent at Fort Worth for Pacific Mutual, transferring in 1937 to Houston as general agent.

He has been president of the Optimist Club, and several times has been chairman of its international convention.

Announcement of Mr. Baumann's candidacy has been expected for some time. It means that there will be a contest for secretary, as the hat of Clifford H. Orr, Philadelphia general agent of National Life, was put in the ring some time ago.

Commissioners' N. Y. Sessions Public

C. F. J. Harrington of Massachusetts announces that the meeting of the federal legislation committee of the National Association of Insurance Commissioners, of which he is chairman, at New York, May 11-14, will be an open session. All parties interested in the question of federal legislation are invited to attend. The hearing will open at 10:30 a.m., May 11 at the Commodore hotel.

Seven Additional Companies in Life Association

Seven companies have been admitted to the Life Insurance Association of America, since its last announcement of new members in February. These are: Baltimore Life, California-Western States, Capitol Life of Denver, Commonwealth Life, Occidental Life of California, Scranton Life and Union Labor Life.

Michigan Code Is Revamped

Powers of Commissioner Strengthened—Changes in Licensing Rules

LANSING, MICH.—The Michigan legislature has adjourned after enacting the insurance department's omnibus bill which strengthens the commissioner's powers, particularly in giving him authority to pass on all basic forms or contracts to be used by any class of carrier. It becomes effective immediately when signed by the governor.

The basic form provision was inserted by the house to prevent arbitrary misuse of the power to interfere with legitimate underwriting. Commissioner Forbes had appealed for the additional authority in order to have a club to wield over carriers he deems unsound which might, under terms of the interstate commerce opinion, force themselves into this state.

Modify License Provisions

An amendment also was adopted modifying terms of the agents' licensing section to exclude officers or salaried employees of carriers not on a commission basis. Special agents are added to the list of those requiring licenses. Under the new act it is unlawful for any agent or solicitor to "reward or remunerate any person, partnership or corporation, other than an agent or solicitor licensed hereunder, for procuring or inducing business, furnishing leads or prospects, or in similar manner acting indirectly as an agent or solicitor without a license."

The non-resident agent's license fee, increased to \$30 annually for representatives of several companies, was left at \$10 for non-residents representing only one company. This modification was secured by the Michigan Life Underwriters Association chiefly to assist life agents living along the state's borders.

Specific provisions are written into the code covering the writing of hospitalization, medical, surgical and sick-care coverage.

Provisions regarding reinsurance for merger or consolidation purposes are rephrased to cover the required procedure.

All reviews of departmental rulings or appeals from decisions are required to be brought in the Ingham county circuit court (Lansing).

Articles of stock insurers may contain provision that shareholders have no preemptive rights to subscribe for additional shares and to offer shares to others than stockholders at prices or terms no less favorable than are offered to shareholders.

Carriers other than stock companies may, if they wish, require by provisions written into the by-laws that only members shall be directors. At present membership is mandatory.

Language of the code relative to premium taxation is altered so as to make it conform to any possible adjustment in tax rates, possibly made necessary under the interstate commerce decision.

Early recodification of Michigan's insurance laws will not be undertaken by legislative mandate. The senate buried a house resolution which would have created a special study committee to look into the matter and frame recommendations for the next legislature.

Cleveland Managers' Meeting

CLEVELAND—"Getting the agent Organized" was the topic of discussion at the Cleveland Life Insurance Executives Club meeting Monday. W. J. Sullivan, Monarch Life, and R. A. Westermann, New York Life, discussed "Recruiting, Training and Supervising the New Agent." G. E. Ensign, Bankers Life of Iowa, and Homer Chaney, New England Mutual, talked on "Keeping the Old Agents Organized."

Cancel Million Dollar Parley; Elect Officers by Mail

The Million Dollar Round Table of the National Association of Life Underwriters has cancelled plans for its 1945 formal meeting and outing, Chairman John E. Clayton, Massachusetts Mutual Life, Newark, has announced. The action is in conformity with the recent decision of N. A. L. U. trustees to cancel its annual convention.

The election of officers will be conducted by mail vote early this summer.



A. J. Ostheimer, III



J. E. Clayton

The nominating committee is headed by Alfred J. Ostheimer, III, Northwestern Mutual, Philadelphia, assisted by Ron Stever, Equitable Society, Los Angeles; Jules J. Polachek, New England Mutual, Pittsburgh; R. Clinton Meadows, National Life, Vt., Binghamton, N. Y., and Mr. Clayton. Louis Behr, Equitable Society, Chicago, is now vice-chairman.

Present indications are that the 1945 round table will be the largest in history, Mr. Clayton predicted. Notwithstanding the less liberal credits now granted on some types of business, 116 have registered for this year's round table to date in the following three classifications: Life and qualifying, 28; life, 23, and qual-

Guertin Bills and Social Security Actuaries' Topics

The Middle Atlantic Actuarial Club will hold a full day's meeting May 11 in the home office of Monumental Life in Baltimore. The Guertin legislation will be discussed in the morning session and it is expected that A. N. Guertin, actuary American Life Convention, will speak. Charles A. Taylor, executive vice-president Life of Virginia, and F. E. Huston, actuary Shenandoah Life, also are expected to attend and take a leading part in discussion of the subject. Both are members of the club and also were members of the Guertin committee of the National Association of Insurance Commissioners.

Panel on Social Security

The afternoon session will be given over entirely to a panel discussion of social security. The benefits under the present act and proposed extensions will be discussed as well as how to finance social security benefits. M. Albert Linton, president of Provident Mutual Life, will be the principal speaker on this topic.

Actuaries living in the immediate vicinity or having business in Baltimore will be welcome at the sessions.

ifying, 65. Of the latter, 38 are first year members, while 27 were also members in 1944. Included in this total are one member from South Africa, one from Canada and one from Hawaii.

Mr. Clayton stated that there seemed to be some misunderstanding on the part of prospective members as to the recently revised provisions of the round table's constitution and by-laws. Copies can be obtained from him at 1180 Raymond Boulevard, Newark 2, N. J.

New Features in Little Gem Chart

Basic Steps in Programming Are Covered in 1945 Edition

Rates, contracts, values, options, costs and financial standings of 181 life companies are contained in the 672-page Little Gem Life Chart for 1945 published by THE NATIONAL UNDERWRITER.

Widespread changes have occurred since last year and more than two thirds of the Little Gem's pages contain important changes from the previous edition.

A new section, "How to help your prospect get the things he wants," covers National Service Life Insurance, social security and programming. In addition to detailed fact and figure information, a number of interesting and useful graphs picture various types of policies and the seven basic steps in programming. Coupled with the section showing incomes payable under settlement options, the Little Gem provides practically all the essential information needed to solve the financial problems of a large portion of prospects.

Policy Provisions Covered

Over 500 pages are devoted to policy provisions, premium rates, cash values including those at the retirement ages, the details of settlement options, the incomes payable by retirement values, dividends and net costs, totals and averages, dividend histories, accumulations and additions, and also dividends on term and on paid up policies.

Other sections give the details of juvenile insurance, industrial annuities both retirement and immediate, savings bank insurance, war clauses, etc. Financial and operating reports of 234 companies for a four year period are included in a special section.

Delayed by Army Work

Army printing jobs in all Cincinnati plants, where the Little Gem is printed, have delayed its publication. Advance orders are now being shipped in sequence as ordered. Single copies sell at \$2.50, three to five, \$2.25 each, six to 99, \$2 each, all prices being based on the number of copies ordered for shipment at one time. A limited number of additional copies are still available but present indications are that the 1945 edition will be sold out soon. Orders should be addressed to the Statistical Division, The National Underwriter Co., 420 East 4th Street, Cincinnati 2, O.

Managers Handbook Being Prepared by Committee

The General Agents & Managers section of the National Association of Life Underwriters is working on a handbook for the use of local managers associations. A committee has been appointed by Hugh S. Bell, Equitable of Iowa, Seattle, section chairman. Walter Stoessel, National of Vermont, Los Angeles, is chairman and other members are William Niemann, Bankers of Iowa, Des Moines, James Willcox, Mutual of New York, Birmingham, and Steacy Webster, Provident Mutual, Pittsburgh. These men also are being given cooperation by the Sales Research Bureau.

It is the intention to include in the handbook suggested constitution and by-laws for local associations, plans for programs, suggestions on projects to be undertaken by local associations and the like. The committee hopes to have the handbook ready for distribution before the work of new administrations starts next fall.

Suggestions are solicited and should be addressed to Walter Stoessel, chairman, 609 South Grand avenue, Los Angeles 14, Cal.

Try a Day of "K"

Field Ration K is what the American soldier takes with him when he has a busy day,—meaning when he is at the front, and cannot have the advantages of the barracks mess hall or the chow wagon.

Field Ration K offers for breakfast: three biscuits, four graham crackers, chipped pork and egg yolks, a two-ounce fruit bar, enough soluble coffee to make a pint, sugar.

Field Ration K offers for dinner: three biscuits, four graham crackers, four ounces of processed cheese, malted-milk-dextrose tablets, enough lemon beverage powder to make a pint, sugar.

Field Ration K offers for supper: three biscuits, four graham crackers, veal and pork loaf, a chocolate bar, enough bouillon powder to make up one pint.

To each meal there is added the luxury of a stick of chewing gum and four cigarettes.

We who are civilians should try to digest the inspiration of that K ration list before starting to grumble the next time some one of our own rationing restrictions meets up with us.

* * *

THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Show '44 Record for Eight States

ARIZONA

(All figures are ordinary except group indicated by (G) and industrial indicated by (I).

	New Business	In Force
Aetna Life	379,695	2,298,582
Amer. National	2,549,000	15,947,000
Bankers Life, Ia.	999,126	2,822,952
Bankers Life, Ia.	4,109,912	16,661,604
Bankers Life, Ia.	23,500	21,500
Bus. Mens Assur.	1,185,599	7,482,203
Cal.-Western States	1,154,349	3,372,216
Cal.-Western States	713,774	6,021,266
Connecticut General	241,771	951,952
Continental Assur.	1,535,750	785,250
Continental Assur.	95,462	192,315
Equitable Society	12,000	83,000
Equitable Society	2,772,562	24,639,690
Expressmen's Mutual	2,200,287	5,816,288
Franklin Life	4,084	134,194
Gen. American	213,544	404,681
Gen. American	505,000	428,357
Ill. Bankers Life	538,060	757,983
International, Ariz.	37,739	555,255
Jefferson Stand. Life	5,260,608	10,447,232
John Hancock	10,435	1,607,611
John Hancock	211,714	476,095
Kansas City Life	1,888,872	2,401,653
Lincoln Nat. Life	191,043	502,547
Mass. Protective	1,042,603	6,228,765
Metropolitan Life	499,075	2,801,486
Metropolitan Life	58,340	428,357
Minnesota Mutual	6,626,936	24,816,116
Mutual Life, N. Y.	3,190,600	9,991,900
National Life, Ia.	6,987	2,848,116
Natl. Public Service	1,745,557	3,525,355
National Reserve	375,000	738,000
New York Life	1,654,489	20,281,411
Northwestern Mut.	161,925	179,607
Occidental Life, Cal.	5,000	5,000
Old Republic Credit	6,001,544	57,444,221
Pacific Mutual	2,578,009	6,704,778
Pacific National	143,703	19,854,465
Paul Revere Life	342,576	3,100,231
Penn Mutual	2,035,693	10,099
Postal Union	189,500	423,850
Prudential	135,250	509,943
Prudential	445,732	4,270,743
Security L. & A.	40,000	330,994
Standard, Ind.	598,480	6,704,778
State Farm Life	336,348	2,941,347
Supreme Liberty	9,159	3,426,700
Travelers	2,954	639,960
Travelers	41,000	41,000
Union Central Life	173,747	1,039,933
Union Life (Ark.)	1,165,000	1,165,000
United Benefit Life	473,500	1,490,480
Washington National	1,658,580	3,790,883
West Coast Life	188,137	2,073,115
World	1,078,856	2,073,115
Total, Ordinary	1,578,121	5,200,164
Total, Group	797,828	1,593,797
Total, Industrial	3,519,693	7,758,137
Total, All Lines	185,169	1,080,002
	159,500	275,500
	7,000	6,000
	38,201,057	232,464,688
	14,453,997	45,579,497
	7,335,794	25,197,104
	60,490,848	303,241,189

DELAWARE

Acacia Mut. Life	1,232,003	6,016,753
Aetna Life	163,869	3,284,327
Amer. Home Mut. (I)	2,978,548	4,362,000
Baltimore Life	494,366	514,571
Baltimore Life	130,500	717,088
Bankers Life, Ia.	261,181	2,560,039
Bankers Natl. Life	263,950	2,351,806
Columbian Natl. Life	50,847	292,057
Connecticut General	100,214	276,302
Connecticut General	381,144	6,323,043
Continental Assur.	127,700	803,350
Continental Assur.	117,200	2,753,769
Credit Life	83,013	443,591
Eastern Life, N. Y.	2,898,462	30,496,818
Equitable Life, Ia.	205,426	192,903
Equitable Life, Ia.	603,773	301,024
Equitable Society	17,000	17,000
Equitable Society	1,618,987	24,013,031
Home Beneficial	8,829,734	25,018,913
Home Beneficial	968,597	7,057,425
Home Friendly	1,351,212	14,021,710
Home Life, N. Y.	290,600	1,468,947
Home Life, Pa.	2,268	21,251
Jefferson Standard	3,000	376,100
John Hancock	44,143	597,567
John Hancock	245,317	1,020,945
Liberty Life, N. Y.	104,910	3,122,564
Liberty Life, N. Y.	309,893	798,722
Liberty Life, N. Y.	1,402,549	1,953,360
Liberty Life, N. Y.	6,000	2,000
Liberty Life, N. Y.	424,327	1,809,145
Liberty Life, N. Y.	5,000	508,036
Liberty Life, N. Y.	1,085,246	6,229,092
Liberty Life, N. Y.	274,500	1,343,500
Liberty Life, N. Y.	750,066	10,219,988
Liberty Life, N. Y.	126,034	284,259
Liberty Life, N. Y.	670,381	5,462,326
Liberty Life, N. Y.	45,094	49,158
Liberty Life, N. Y.	402,196	4,711,497
Liberty Life, N. Y.	1,000	1,000
Liberty Life, N. Y.	10,613	10,613
Liberty Life, N. Y.	38,799	38,799
Liberty Life, N. Y.	759,305	3,987,541
Liberty Life, N. Y.	55,000	946,795
Liberty Life, N. Y.	356,152	3,938,392
Liberty Life, N. Y.	22,344	27,473
Liberty Life, N. Y.	3,144,174	38,640,033
Liberty Life, N. Y.	3,968,100	9,351,546
Liberty Life, N. Y.	1,417,905	27,413,869

	New Business	In Force
Minnesota Mutual	18,512	145,890
Morris Plan	1,851,356	1,850,708
Monarch Life	19,016	363,873
Monumental Life	240,285	1,524,584
Mutual Life, N. Y.	173,174	3,318,957
Mutual Benefit Life	348,323	16,430,213
National Life, Vt.	446,694	7,408,568
New England Mut.	269,644	6,076,400
New York Life	929,896	8,052,314
Northwestern Mut.	467,789	13,412,864
Occidental Life, Cal.	449,159	9,361,281
Paul Revere Life	16,000	203,259
Pacific Mut. Life	12,764	1,667,623
Penn Mutual Life	5,687	38,893
Peoples Life, D. C.	2,500	338,735
Philadelph. Life	689,257	13,499,221
Phoenix Mut. Life	351,100	1,196,450
Provident Mut. Life	1,524,711	4,969,797
Prudential	2,000	235,156
Prudential	242,375	1,513,874
Prudential	857,223	11,111,736
Prudential	1,641,186	17,711,417
Prudential	4,252,337	3,168,043
Prudential	1,595,383	28,835,829
Prudential	390,496	2,024,594
Prudential	309,077	2,563,871
Prudential	141,731	363,892
Prudential	90,000	191,889
Prudential	890,090	12,217,279
Prudential	4,308,176	5,494,893
Prudential	152,577	176,337
Prudential	1,641,186	17,711,417
Prudential	3,090,009	4,196,887
Prudential	36,920	3,407,943
Prudential	45,085	241,332
Prudential	148,500	923,125
Prudential	148,500	923,125
Prudential	164,256	164,256
Prudential	53,558	265,447
Prudential	448,248	929,012
Prudential	29,789,518	314,259,028
Prudential	28,491,003	55,478,193
Prudential	10,451,751	105,042,193
Prudential	68,732,272	471,779,414

FLORIDA

Acacia Mut. Life	1,675,692	14,893,851
Aetna Life	2,302,382	17,108,668
Afro-American	10,253,776	11,591,398
Amer. Home, D. C. (I)	415,500	1,746,101
Amer. Life, Ala. (I)	7,063,151	24,016,655
American National	292,136	449,566
American National	521,874	286,834
American National	1,467,516	4,904,667
American National	5,238,254	7,971,207
American National	268,222	2,529,767
American National	1,585	1,513,980
American National	140,097	1,154,240
American National	1,467,939	11,285,138
American National	1,989,269	3,138,144
American National	2,225,558	1,109,911
American National	870,000	1,726,000
American National	5,976,493	12,369,246
American National	3,906,197	11,812,325
American National	221,400	1,243,935
American National	74,366	1,316,598
American National	422,846	2,091,089
American National	4,178,600	4,461,270
American National	896,972	8,954,960
American National	500	14,555
American National	8,372,964	72,220,095
American National	7,813,899	19,625,414
American National	330,141	1,421,499
American National	542,560	7,152,911
American National	786,107	6,229,259
American National	1,750,512	2,558,341
American National	2,636,209	14,305,356
American National	24,274,149	76,009,133
American National	30,789,925	8,447,250
American National	5,663,250	87,775
American National	9,691	17,755
American National	31,006,354	55,498,585
American National	2,162,357	19,846,641
American National	2,061,748	12,095,064
American National	4,763,815	4,785,563
American National	449,227	1,847,896
American National	763,925	4,362,604
American National	138,639	2,057,094
American National	93,000	196,000
American National	591,321	3,454,022
American National	1,779	20,903
American National	557,810	2,833,056
American National	807,564	6,330,799
American National	2,359,917	7,601,906
American National	4,805,984	16,118,470
American National	6,012,835	20,002,087
American National	5,087,700	7,973,450
American National	4,941,835	30,123,843
American National	43,990	632,627
American National	10,746,496	126,345,695
American National	9,072,600	25,191,949
American National	5,041,016	66,300,345
American National	259,000	237,000
American National	112,060	112,060
American National	1,869,724	18,612,722
American National	49,476	42,697
American National	2,665,851	49,249,887
American National	3,920,140	16,616,318
American National	8,121,341	107,043,824
American National	321,175	419,270
American National	1,853,535	12,833,195
American National	2,741,938	9,719,772
American National	343,951	1,086,333
American National	4,946,757	18,279,775
American National	14,842,463	48,254,892
American National	1,982,166	28,944,179
American National	248,975	924,708
American National	747,639	4,278,254
American National	25,526	979,550
American National	288,949	1,397,724
American National	179,500	1,606,000

	New Business	In Force
Prudential	14,078,150	121,755,270
Prudential	10,123,362	18,393,980
Prudential	2,162,700	35,664,361
Prudential	4,676,533	35,313,635
Prudential	3,786,920	6,654,787
Prudential	286,346	993,553
Prudential	1,124,000	4,332,131
Prudential	11,605,489	22,395,739
Prudential	94,950	1,018,109
Prudential	36,102	8,005
Prudential	600,487	1,403,305
Prudential	107,578	338,623
Prudential	95,383	2,626,155
Prudential	99,956	700,412
Prudential	1,269,083	16,578,302
Prudential	2,943,412	6,261,153
Prudential	17,227,592	17,227,592
Prudential	14,465,424	27,729,417
Prudential	2,427,171	16,362,930
Prudential	2,021,311	5,852,987
Prudential	9,555,805	14,295,773
Prudential	28,000	139,666
Prudential	1,025,141	8,967,192
Prudential	252,431	203,332
Prudential	96,710	695,395
Prudential	10,266	187,494
Prudential	219,000	194,505
Prudential	1,218,000	1,218,000
Prudential	142,144,327	978,409,723
Prudential	75,470,742	138,016,305
Prudential	143,260,038	460,770,909
Prudential	360,875,107	1,577,196,937

*Included in ordinary total.

GEORGIA

Acacia Mut. Life	2,805,861	9,477,162
Aetna Life	2,436,402	30,094,150
Afro-American	17,320,872	45,718,111
All States	276,900	782,500
All States	4,563,425	7,811,509
All States	57,000	632,951
All States	4,280,316	9,947,956
All States	1,250,878	2,048,505
All States	5,500	2,128,625
All States	1,590,955	1,136,829
All States	2,532,877	8,752,390
All States	31,880,415	31,880,415
All States	428,853	3,310,480
All States	6,087,076	19,900,937
All States	339,000	4,558,650
All States	14,148,800	38,578,179
All States	15,124	10,322
All States	630,047	551,877
All States	1,723,461	4,235,471
All States	13,137,533	28,727,364
All States	250,871	4,427,163
All States	34,000	158,000
All States	17,400	401,662
All States	956,697	3,535,575
All States	271,198	704,342
All States	2,612,730	20,745,745

Florida Tries New Premium Tax Approach

TALLAHASSEE, FLA.—A new approach to the premium tax situation is being proposed in Florida with the approval of Commissioner Larson. A bill has been introduced in the house providing for a 2% premium tax for all companies, including domestic. A companion bill provides tax exemption credits based on the ratio of Florida premiums to a company's national total. For example, if a company writes 70% of its total in Florida, it is exempted from 70% of the premium tax.

Mr. Larson estimates that the proposed bills would bring in about the same revenue with perhaps an increase. He thinks that the exemption law will stand up in the courts but that if it is declared invalid it would not result in the state losing any revenue because it would be a separate law.

Of the \$11,539,062 collected by the Florida insurance department in the last 10 years, \$9,790,342 was from the 2% tax on foreign companies. Of the \$1,536,589 total, \$1,348,010 came from the 2% tax.

THIRTY-NINE OKLAHOMA SUITS

OKLAHOMA CITY—Actions to seek recovery of premium taxes paid under protest have been filed by 39 companies, most of them life. The 60 day limit for filing suits under Oklahoma's new 4% premium tax has now expired. The three Travelers companies have withdrawn their protests, thus releasing \$99,000 to the general revenue fund.

ALABAMA BILL PREPARED

The Alabama commerce department has prepared for introduction in the legislature a bill to increase the premium taxes of domestic insurers from 1% to the 2½% that is paid by foreign insurers according to Miss Addie Lee Farrish, director of the department. The bill will also remove all deductions and discriminations previously allowed domestic insurers.

Montgomery circuit court has granted a temporary writ restraining the state from canceling the licenses of 14 foreign companies for failure to pay 1944 premium taxes.

MISSOURI BILL SIGNED

JEFFERSON CITY, MO.—Governor Donnelly has signed the 2% premium tax equalization bill. The law becomes effective at once. Domestic companies are placed on the same tax basis as foreign companies. It is estimated that the measure will cost domestic companies about \$150,000 in additional taxes annually.

CHANGE OHIO BILL TO 2%

COLUMBUS—The insurance committee of the Ohio house by a vote of 7 to 6, voted out the premium equalization tax bill, after changing the rate from 2¼% to 2%. It was stated unofficially that the bill does not include fraternal insurance companies. An amendment exempts mutual protective associations but it was reported that a bill will be introduced governing these organizations in respect to taxes.

The premium tax bill is opposed by the domestic insurance companies. Spokesmen for the domestic companies said that a court decision on issues involved may be expected before long and there was no necessity for reporting out the bill at this time.

No Successor to Garrett

No permanent successor has as yet been appointed to succeed H. G. Garrett, late superintendent of insurance of British Columbia. H. Alan Maclean, assistant deputy attorney-general of the province, will act temporarily, with Miss Isabel E. Kenworth as his deputy.

Cal. Court Upholds State in Construing S. E. U. A. Decision in License Issue

LOS ANGELES—The U. S. Supreme Court decision in the S.E.U.A. case doesn't interfere with the power of a state to bar unlicensed insurance operations, Superior Judge Drapeau of Ventura county held in affirming a lower decision holding F. O. Robertson guilty of violating the insurance code in his representation of First National Benefit Society of Phoenix, Ariz., which is not licensed in California. Robertson appealed on the theory that the S.E.U.A.

decision is that the state lacks power to regulate any interstate phase of the insurance business.

Judge Drapeau stated that the S.E.U.A. decision in no way overruled prior decisions holding state regulation of insurance to be valid. All that the S.E.U.A. case holds, he finds is that the federal law applies to interstate insurance and state law likewise applies to interstate insurance until the federal government may exercise its power to legislate in that particular field.

A California resident responded to a direct mail solicitation of First National Benefit and the latter referred the inquiry to Robertson who completed the

application. Thus the court stated, Robertson in California acted as agent for a non-admitted insurer, without license and is clearly guilty of the crimes charged.

J. G. Orr, general agent of United States Life in Chicago, who for six weeks has been in the South Chicago hospital seriously ill with pneumonia, has recovered sufficiently to appear briefly at his office.

Get "Planning and Selling the Basic Estate"—the method that has sold over 30 million. By Roderick Pirnie, C.L.U. Only \$2. Order from National Underwriter.

Presenting

THE 34TH ANNUAL STATEMENT

OF

The Farmers and Bankers Life Insurance Company

Showing Condition on December 31, 1944

ADMITTED ASSETS

Cash in Banks	4.16%	\$ 717,338.87
*Bonds	58.95%	10,156,254.80
U. S. Government		\$7,762,566.00
Other Countries		143,150.00
State, County and Municipal		2,050,538.80
Real Estate Owned68%	116,400.00
2 City Properties		16,400.00
Home Office Property		100,000.00
Balance on Real Estate Sales		
Contracts	1.19%	205,299.95
23 Farm Properties		79,294.14
40 City Properties		126,005.81
First Mortgage Loans	24.80%	4,272,442.13
283 Farm Properties		956,857.23
416 City Properties		2,126,883.79
392 FHA Title II		1,188,701.29
Loans Secured by Legal reserve		
on Policies	8.05%	1,387,564.25
Interest Due and Accrued56%	97,076.37
Net Premiums in Process of Col-		
lection	1.61%	278,006.61
Furniture and Fixtures		Charged Off
Radio Station KFBI		Charged Off
	100.00%	

*All Bonds at Market or Commissioners' Valuation.

Total Admitted Assets.....\$17,230,383.16

Insurance in Force December 31, 1944

\$72,736,087.77

On Deposit with The State of Kansas December 31, 1944

\$14,159,304.60

More than the amount required by law. A deposit for the protection of the Company's Policyholders.

LIABILITIES

Legal Reserve on Policies	\$14,020,774.88
Reserve to Provide for Fluctuation of Mor-	
tality (Including War Hazard), and of	
Market Value of Assets	248,988.60
Credits to Policyholders left with Com-	
pany on Deposit at Interest	806,995.21
Reserve for Taxes	90,000.00
Death Claims Due and Unpaid	None
Death Claims Reported but Proof not	
Completed December 31, 1944	49,920.49
Premiums and Interest Paid in Advance ..	224,112.50
Special Funds Payable to Policyowners in	
1945	12,878.47
All Other Liabilities	51,713.01
Capital and Surplus	1,725,000.00
(For Additional Protection of Policyowners)	
Total Liabilities	\$17,230,383.16

Paid to Living Policyholders and Beneficiaries Since Organization

\$19,197,419.60

Paid to Living Policyholders and Beneficiaries During 1944

\$643,011.32

★ ★ ★

The FARMERS & BANKERS LIFE Insurance Company

RADIO STATION KFBI

WICHITA, KANSAS

1070 KILOCYCLES

H. K. LINDSLEY, President

J. H. STEWART, JR., Vice Pres.-Treas.

F. B. JACOBSHAGEN, Vice Pres.-Secy.

N.A.L.U. Election Procedure Fixed

If a meeting of the national council of the National Association of Life Underwriters is not held this fall, then the election of officers and trustees will be by vote of the trustees at a fall meeting, which probably will be held in Chicago either in August or September. In accordance with the resolution drafted by the abbreviated annual convention at Chicago in 1942 the trustees were empowered to elect if circumstance prevented the national council from holding an annual meeting.

The nominating committee will make its report to the trustees just as it would do if it were reporting to the national council, and the trustees have the privilege of making additional nominations.

Part of the by-laws committee report which was approved at the Detroit con-



Eber Spence

vention last fall was a recommendation that the nominating committee be required to submit the names of two nominees for the office of secretary. The national council instructed the by-laws committee to bring in a specific amendment to the by-laws that could be voted upon. Inasmuch as that requires action by the national council, it will not govern the nominations this year if there is no national council meeting.

Eber M. Spence, Indianapolis general agent of Provident Mutual Life, is chairman of the nominating committee, which was elected by the trustees at the recent meeting in New York.

Conn. Round Table Elects

HARTFORD—Life Underwriters Leaders Round Table of Connecticut at its annual meeting elected these officers: Frank L. Crowell, Mutual Benefit Life, Norwich, chairman; Glenn S. Allison, Penn Mutual Life, Bridgeport, vice-chairman, and Wilbur S. Pratt, Northwestern Mutual Life, Hartford, secretary-treasurer. Sherwood S. Eberth, Travelers, New Haven, instrumental in the founding of the round table, is the retiring chairman.

The round table now has 26 regular members and nine associates.

Recruiting Plans Are Viewed at Penn Mutual Parley

PHILADELPHIA—Recruiting methods were considered at Penn Mutual Life's second managerial conference here attended by 14 general agents.

William J. Nenner, superintendent of agencies, held a recruiting clinic. To the objection that life insurance is difficult to sell because it is an intangible, Oliver P. Kernodle, Salt Lake City, answers "Life insurance is no less tangible than money and money is readily translated into all the necessities and comforts of life. We sell money by contract at a discount on the easy payment plan. Since everyone wants money, our potential market is practically unlimited."

Harmon S. Jones, Omaha, told a teacher who was considering becoming an agent that in life insurance "you will take up where you left off and begin to teach people how to save the money you formerly taught them to earn."

Fred M. McMillan, Los Angeles, tells discharged war veterans: "You have been part of a show which included 13 million people. You have a lot in common with them. You can talk their language. You remember the ideas presented to service men about National Service Life Insurance. As a life agent you would be in business for yourself with an opportunity of expressing your ideas and initiative. A permanent job with increasing income and unlimited opportunities, not tied to an office or desk. There is an advantage in starting in this business at a young age."

Opportunity to Study Future

To this Harry O. Rasmussen, Newark, added: "For the first time in your life you have the opportunity to decide slowly, carefully and deliberately the profession or line of work that you would like to enter. You can look back at the work you did previously, study it, judge it carefully, and see the advantages and disadvantages for a bright future."

J. Burton Webster, Jacksonville, pointed out that women are not restricted in doing big and important jobs in life insurance, and can earn on the same basis as men. Life underwriting is a natural for a woman who likes people and wants to help them with their life plans.

Norman W. Rowley, Boston, to the objection "I've never sold before," gives this answer: "That may be very much in your favor. One sure thing is the fact that you don't have any bad selling habits to correct. Many of our successful salesmen had no selling experience before coming into our business."

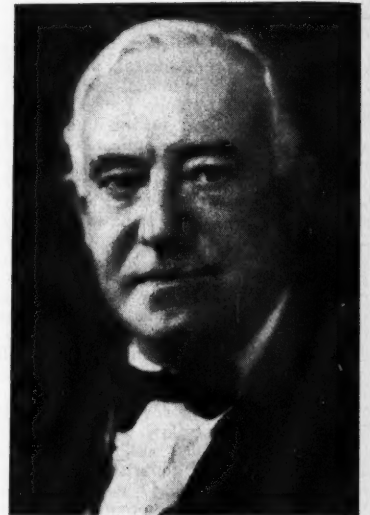
Weldon T. Hames, Memphis, points out that the successful agent finds out his prospect's problems, what he wants to accomplish, his financial objectives. He then proceeds to show how life insurance can solve his problems and offers the only guarantee that his financial plans will be completed for himself and his family.

When a prospective recruit objects to the uncertainty of income, Bill A. Schauer, Detroit, points out that it is true that income fluctuates but it is not true that our income is uncertain. He then explains the renewal commissions.

Wallis Boileau, Jr., and E. Paul Hutter, second vice-presidents, also spoke. President John A. Stevenson presented a detailed analysis of the annual report. Malcolm Adam, vice-president, reviewed current underwriting problems and progress.

Frank Neu, manager National Guardian Life, Green Bay, Wis., told the Kaukauna (Wis.) Rotary Club how insurance needs should be determined.

President of Colonial Life Dies at 72



J. E. WALSCHEID

J. Emil Walscheid, 72, president of Colonial Life and a well known constitutional lawyer, died in a New York hospital after a short illness. He was elected president in 1943 after serving as chairman of the executive committee and as a director since 1933. He was a graduate of New York University and its law school.

He practiced law many years at Jersey City. He had been Hudson county counsel since 1927. He was a member of the New Jersey assembly in 1899 and 1900. Mr. Walscheid became Weehawken township attorney in 1923 and Union City corporation counsel in 1927. As president of Colonial Life, he succeeded E. J. Heppenheimer, now board chairman.

Report Hancock Is Hatching Federal Bill on Unlicensed Insurers

Rep. Hancock of New York, who sponsored in the House a companion bill to the original Senate Bailey-Van Nuys bill, has been quoted in one of the semi-confidential Washington information sheets as being ready to sponsor a bill that would prevent unlicensed insurers from using the mails to solicit business or to collect premiums in states in which they were not licensed. It would be a broader, tighter and generally more drastic version of the Hobbs bill which has unsuccessfully been introduced each year since 1935 without being reported out by the House Committee on Post Offices and Post Roads.

According to the report, Hancock expects to prepare an entirely new bill and to ask the House judiciary committee to consider it. The publication quotes him as stating that "with the study that has already been given to the Hobbs bill I think that a measure can be reported out without delay and brought before the rules committee of the House."

According to the publication Hancock's proposal has brought up a question as to the wisdom of including a moratorium on the federal insurance act (Public Law 15). It discusses the possibility that the FTC moratorium might be repealed as part of the passage of the type of bill reportedly urged by Hancock.

The plans of the Philadelphia C. L. U. chapter for enrolling candidates for C. L. U. designation in educational courses were reviewed at a meeting of the educational advisory committee. Walter Craig is chairman. Last year 75 were enrolled in such courses and all but one or two plan to take the examination in June.



THE MAGIC OF EXCITEMENT

Enthusiasm and the capacity for excitement are two of the most important attributes to the successful life insurance selling career. No underwriter in the field can afford today to forget their importance, no matter how much he is tempted because of abundant employment, high income and reduced commodity competition.

Today, therefore, is a good time to stand aside and watch yourself walk past, and to ask yourself if the man you see shows that measure of excitement and enthusiasm which is essential to complete success in this business or any other. There are times when it is easy to lose sight of the importance of the services of life insurance, the high prestige of the life insurance vocation, the deep satisfaction which ensures to a life insurance careerman in his daily work.

There is magic and power unlimited in excitement, and there is fuel for an unfailing flame of excitement and enthusiasm in a full understanding and an adequate concept of the services of life insurance. Keep that flame burning high. Never let it flicker.

Insurance in Force, March 31, 1945—\$247,447,617

COMMONWEALTH
LIFE INSURANCE COMPANY

LOUISVILLE • MORTON BOYD, President

WHERE QUALITY MEN ARE BUILDING QUALITY VOLUME

Bert Hedges Takes Issue with Dowell on Salary Question

Bert A. Hedges of Wichita, Kansas, manager of Business Men's Assurance, offers observations on the recent address of Vice-president Dudley Dowell of New York Life concerning the independent agent. Mr. Dowell, he says, "decries the several proposals looking towards substitution of a salary-plus commission basis for the straight commission method. The speaker sees in such a proposal a movement to destroy the independence of the established life underwriter and a drift into a master-and-servant or employer-employee relationship."



Bert A. Hedges

"However, he apparently endorses the salary-plus-commission basis for beginners as he believes that we would benefit from adapting the employee-salary status for new agents and that this would put the emphasis upon selecting better qualified new men. There would be less wholesale recruiting."

"The speaker apparently overlooks the fact that the advocates of employer-employee relationship for the most part do not favor putting agents on a straight salary basis but on salary-plus-commission. The latter plan combines the best features of the present and proposed systems. The knowledge that each sale puts additional immediate cash in an agent's pocket is a necessary incentive to persuade him to make that extra call or put in that final closing effort. Without such a provision, the tendency is indeed to earn only what I'm getting."

Recruiting Marginal Man

"If he does advocate a straight salary plan for recruits, either on a sliding scale or a produce-so-much-per-month-or-be-fired basis I believe he is encouraging the recruiting of the very type of marginal agents whom he would eliminate. We would get those agents who think in terms of \$150 or \$200 per month for so many hours of work whereas I believe we want the man who is ambitious to achieve an unlimited income without forcing the boss to raise his salary."

"Under such a salary-plus-commission we shall undoubtedly recruit men who are just good salesmen but who will never reach the heights of the professional life underwriters. But isn't there a place for such men? Indeed must we not find some method for recruiting and holding such men if we are to meet the challenge of government-insurance advocates? I wonder how many lives per year on the average were insured by those club members of the speaker's own company who he says produce 75% of its business? I wonder, also, what proportion of that company's entire number of agents under contract are club members? What is the average production of the rest of them and how long do they stay in the business on the average? If they are not making a decent living, why are they kept under contract?"

"We must expect to compete in the postwar market for our share of good salesmen who can and will reach that vast market of inadequately insured people who are not and probably will not be properly served by either big producers or by industrial agents; that if we are to secure and hold such salesmen we must develop new methods, for the methods used thus far are not doing the job."

"I see no real conflict between the salary-plus-commission and straight

commission basis for those who belong to that group whom the speaker describes as an unusual and above-the-average man. The two are supplementary and necessary. The contention of many of us is that there are not enough of those prima donna type to do the job and they aren't adapted by temperament or desire to sell the smaller policies to upper-bracket wage-earners and smaller business and professional men, farmers, women, etc.

Sees No Disadvantage

"While I can see no necessity for disturbing such executive-type agents

neither can I see any disadvantage in placing them on a salary-plus-commission basis. The salary would soon become a small part of their earnings. I believe references made by the speaker to the automobile industry do not refute this line of reasoning. For it is apparent that Mr. Hoffman, whom he cites as authority, referred to dealers rather than to individual salesmen. Obviously it would be just as illogical and unsound to have dozens of dealers' contracts in a given territory as to have that many general agents, managers or district agents for life companies. But isn't it true that the great majority of auto

salesmen work on a salary-plus-commission arrangement by whatever name it may be called?

"As to the agent whom I have called a good salesman type if it took a fixed minimum salary with good supervision to attract him into the business, is there any reason to assume he will change in a year or two into that executive type? If he does that's fine, except that he will probably desert that middle market needing attention when he does and should be replaced by another good salesman. On the other hand, if he just continues to be a good salesman doing a good job should he be fired or be



**NO MA'AM,
it's exclusive—not
another like it in town.**

**YES SIR,
it's our best seller.
You'll see everybody
wearing it.**



YES! Selling to women takes a different technique—best practiced in the pages of their favorite publication.

LADIES' HOME

Journal

LARGEST AUDITED CIRCULATION OF ANY MAGAZINE

thrown into a classification where he doesn't belong and where he is pretty sure of failure?

"Do we have to measure our agency's success by the number of half-million and million dollar producers? If you have 25 or 30 agents, each making a good living, as measured by standards of their neighbors and clients, properly selling 100 to 200 cases a year, averaging \$150,000 to \$250,000 of good business aren't you doing as good a job as the agency with 8 or 10 half-million dollar producers? Indeed if the latter are confining their business to tax business and related problems of well-to-do clients, I would contend that the first agency doing a rank and file business is probably rendering the greater social service.

"I cannot imagine any successful salesman having his spirit of independence affected by such changes in basic compensation methods as are suggested. He knows that as a good salesman dozens of other companies or businesses are waiting to grab him. There would still be plenty of room for leadership and inspiration on the part of a manager or general agent, plus an increase in his responsibility as such. Incidentally, a general agent could no longer profit by the failures of his agents through receiving forfeited renewals of those terminated.



R & R IS HAVING HOUSE CLEANING TROUBLES. THE PAINTERS AND THE PLASTERERS AND THE ELECTRICIANS JOSTLE US AS WE STUMBLE OVER LADDERS AND MORTAR BOARDS AND PAINT CANS, BUT WE ENDURE IT WITH GOOD GRACE IN EXPECTATION OF THE DAY WHEN WE'LL GO TO WORK IN CLEAN, SPICK-AND-SPAN OFFICES.

SO AS I SIT HERE surrounded by confusion, I wish there were some way in which we might go through a frequent mental house cleaning—getting rid of the rubbish of foolish ideas, of prejudices, of fallacies—keeping only the best—tossing the rest out of the window.

AND THEN MOVING INTO THE ROOMS OF OUR MINDS a lot of interesting new ideas, broadening our outlooks, reconciling our points of view—gearing ourselves for a bright year ahead.

THE TROUBLE IS WE CAN'T HIRE IT DONE FOR US. Wouldn't it be wonderful if we could—and wouldn't we all be living in mental houses so bright that there would be a new sparkle in our eyes, a new spring in our stride.

If it pays R & R to spend a good deal of money so that our folks have the right place in which to work, I rather expect it would pay all of us if we were to spend a bit of time at the task of mental house cleaning.



PAUL SPEICHER
Managing Editor

**THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS**

"Finally, I suspect that many so-called independent contractor agents have today very little independence of action. For they are handicapped all too frequently by debts, drawing accounts, and related devices which make their independence theoretical and technical only.

"It seems that both those of the independent contractor theory and those of the other schools concur in favoring other changes such as social security pension plans, non-vested renewals, etc. As to those I shall therefore merely suggest that we cannot consistently adopt them without also adopting a certain degree of the employer-employee relationship. In any event, we all seem to agree that we are facing a serious manpower problem which demands study and action by all branches of our business."

Call Off Claim Association Meeting: Committees Active

Louis L. Graham, Business Men's Assurance, secretary of the International Claim Association, following a meeting of the executive committee, announced that the annual meeting in September will not be held unless there is a material change in the situation in the next few months. The executive committee will meet again in the early summer, if necessary, to consider any new developments as respects transportation and hotel facilities, or any important changes in the procedure for handling war casualty claims in cooperation with the army, navy and Veterans Administration.

The work of the various committees will proceed as usual, and the chairmen will report at a subsequent meeting of the executive committee. These reports, together with other material of interest to member companies, will appear in the year book which will be published in the fall as usual. The war claims liaison committee is continuing its work in connection with war casualties. Another group is working with the Association of Life Insurance Counsel on simplified procedure in the handling of death claims under life insurance policies, and an announcement on this subject may be expected shortly. Still another group is working on uniform hospital blanks with a committee of the Health & Accident Underwriters Conference, in cooperation with representatives of the American Hospital Association. A special committee on medical relations in connection with group insurance has been particularly active.

Chicago Makes Contribution of \$1,800 to Amer. Society

Members of the Chicago C.L.U. Chapter have responded to a request of their special gifts committee, of which John O. Todd, general agent Northwestern Mutual, is chairman, by contributing \$1,800 in support of the new program of the American Society of C.L.U. This sum goes to the American Society to finance its public relations activity, publication of the official news bulletin, seminar meetings for chapters, forums on social and economic trends, institutes in universities, publication of the "Journal," to pay the salary of a full-time executive secretary and also to help fund the continued progress.

Although the Chicago chapter membership represents only about 8% of the American society, its contribution is close to a fifth of the amount which will be required for the program.

Chicago, whose president is Harry R. Schultz, Mutual of N. Y., is one of the first chapters to guarantee the plan financially.

Mr. Todd's committee includes Robert R. Reno, Jr., agency manager, and Roland D. Hinkle, assistant agency manager, both of Equitable Society; Paul W. Cook, general agent Mutual Benefit; Robert J. Murphy, assistant manager La Salle ordinary agency, Prudential; Dave Dawson, agency manager Home Life; Harry R. Schultz, and Edwin S. Hewitt of Edwin Shields Hewitt & Associates.

Study Questions of Supreme Court Justices in Okla. Tax Case Arguments

WASHINGTON—For whatever they may be worth in helping one try to guess how the U. S. Supreme Court will decide the case of Lincoln National Life vs. Commissioner Read of Oklahoma, involving the question of constitutional validity of the Oklahoma 4% premium tax on foreign insurers, a legal auditor of the recent arguments before the court has made notes, in particular about justices' questions asked from the bench.

The questions showed keen interest in the case, but not necessarily the trend of the court's thinking in connection with its decision.

After Russell Johnson, Lincoln National counsel, had occupied some 10 or 15 minutes of the hour allotted to his side for argument on the first day, and was resuming on Wednesday, Justice Douglas asked if the only question involved is the validity of the Oklahoma tax under the fourteenth amendment and that no question under the commerce clause is involved. The chief justice then asked if the only thing at issue was the right of the state under the fourteenth amendment to impose a tax on foreign companies and not on domestic companies.

Questions Are Set Forth

Some of the questions asked company counsel by the other justices were about as follows:

Jackson: Didn't the company enter the state with the knowledge that the state imposed such a tax?

You don't deny, do you, that the state could have entirely excluded the foreign company, and that the company had no federal right to go into the state? [Mr. Johnson discussed this point and Justice Jackson followed intently.]

(On the question of whether discrimination existed). Assume there was an income tax on both foreign and domestic companies. Would it not be necessary to make some distinction in the manner of taxing them?

Frankfurter: Is it your position that once a foreign company is admitted in the state, it then stands on a parity with domestic companies?

Is it your claim (based on the Hanover case doctrine) that the company's right under the equal protection clause to be free from discrimination in taxation exists only for the year in which it is licensed?

Questions by Reed

Reed asked several questions as to what payments (i.e. for what year) were at issue, whether the company questioned only liability for the portion of the increased tax imposed after passage, whether the company admitted liability for the 2% tax during 1941 but not for the extra 2% imposed by the 1941 amendment, and a question like Jackson's as to whether the company claimed it was entitled to parity with domestic companies even though when it entered the state it knew the discrimination existed.

Does the difference between validity and invalidity (of a discriminatory tax or fee) depend only on the language of the statute? Would company's theory relieve it of any more than liability for the tax on 1941 receipts?

Does the (antidiscrimination) rule of the Hanover case apply only to single license years (i.e. at the end of any license year can discrimination be started)?

Stone: Are any taxes paid by domestic companies that are not paid by foreign companies?

(On the question of whether a discriminatory charge is a tax or an entrance fee.) Could a state require some kind of deposit to be made at the time of entry to cover a premium tax on foreign companies only?

Would the equal protection clause be violated if the state tax statute specified

that the foreign company could enter only upon agreeing that at the end of the license year it would pay a tax on premiums it received during the year?

Might not the difference between foreign and domestic companies make it necessary to tax them differently? [This is about the same question asked by Jackson.]

Assistant Attorney General Hansen's oral argument did not mention the jurisdictional proposition I of his brief regarding inability to sue the state. His principal oral arguments were: (1) that the Oklahoma premium tax statute had been held by the Oklahoma supreme court (and also by long administrative construction) to be an entrance fee rather than a tax, (2) that this construction was binding on the U. S. Supreme Court and (3) therefore, even under the Hanover doctrine it could discriminate against foreign companies.

Some of the questions asked by the justices of Mr. Hansen are paraphrased below:

Reed: A company getting a license in 1941 knew at that time it would have to pay the \$200 fee, but did it have any way of telling what it would be asked to pay in the form of a premium tax?

Is the license in the record? [Mr. Hansen answered: Counsel will stipulate. I have it in another brief.]

Paying on Entry or Later

Stone: It doesn't make any difference (as to validity under the equal protection clause), does it, whether the foreign company pays on entry or agrees to pay later? You must establish that, and for your purpose that is as far as you have to go.

Frankfurter: Even if the company agreed to pay the 2% tax on being licensed in 1941, nothing was said about a rate increase at that time, was there?

Do you believe a state can discriminate against foreign companies? [Assistant Attorney General Hansen answered that you could not discriminate in a tax, but you could discriminate in an entrance fee.]

Do you think by calling it an entrance fee instead of a tax it is thereby made valid?

Isn't the test as to discrimination whether the total tax burden on a foreign company is different from that on a like domestic company? That bears on the question the Chief Justice just asked. [paraphrased above.]

It is hard for me to see how the Oklahoma supreme court can say, "You can not impose the increased 4% tax up to April, 1941, but you can impose it for the rest of 1941."

The argument against you is that the tax has to be paid whether or not the company goes on with its business in the state.

C. L. Ackiss of Norfolk Is Cited by Metropolitan

C. L. Ackiss of Norfolk, Va., led the entire field force of Metropolitan Life in the production of ordinary in 1944 and topped all its sales representatives for all-round business performance. This placed him at the head of several of field sales clubs, including Half-Million Club and Honor Club.

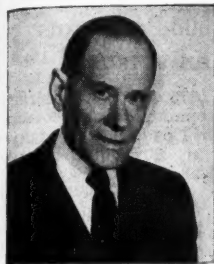
Mr. Ackiss placed \$557,914 of ordinary and substantial amounts in other departments, and was one of four men to exceed the half million mark in ordinary.

Esterkin Qualifies as Millionaire

Albert A. Esterkin, Columbus general agent of Bankers National Life, has qualified for membership in the Million Dollar Round Table. He is associated with Max Sternberg in conducting the Marcus A. Wolf agency, and for a little over a year has been in charge of the life department.

Reddall Is Retiring After 45½ Years with Equitable

After 45½ years of continuous service in the home office of Equitable Society,



A. H. Reddall

Arthur H. Reddall, assistant secretary since 1929, is retiring. Mr. Reddall entered Equitable as a stenographer in the advertising department in 1899 and for more than 30 years was associated with the late William Alexander, secretary. Throughout his long service, Mr. Reddall's activities have been largely in connection with publications. In 1907 he helped to launch "Agency Items," Equitable's weekly periodical for the field force, and has collaborated in its uninterrupted publication for more than 38 years—1,950 issues in all. In 1917 he was made its associate editor and for the past 10 years has been its editor. He was one of the charter members of the Insurance Advertising Conference and since the formation of the Life Advertisers Association in 1936 has represented Equitable in that body. For five years he has been closely identified with agency activities on the staff of Vice-president William J. Graham.

Force Counselors to Make Refund

NEW YORK—Municipal Justice Lazarus has handed down a decision that Gertrude Hepburn, doing business as Family Policy Analysis Service, 1265 Broadway, New York, and her employee, Andrew Machera, had defrauded James McLaughlin, 523 West 134th street, of \$69.54, and rendered a judgment for McLaughlin, with costs and interest. McLaughlin had paid \$69.54 for the "service."

The defendants told McLaughlin, an employee of the City Transportation System, that they could get a refund of \$700 from Prudential and Metropolitan Life on four policies McLaughlin had on himself, wife and two children, reduce the premiums he was paying without in any wise changing or modifying the policies. McLaughlin later discovered that the policies were to be changed from 20 and 15 year endowment to 20 payment life.

Court's Findings

The court found "that the defendant is guilty of fraud and misrepresentation and also a breach of contract."

The case also involved an interpretation of section 127 of the insurance law, which provides for a full disclosure to the policyholders when recommendations are made to surrender one form of policy for another. As the court put it:

"The intent of the legislature undoubtedly was to protect persons who are ignorant of the intricacies of life insurance and who should be protected against representations made without being enlightened as to the various differences that exist between policies which they have and the policies which some person thinks they should have. The law was enacted to safeguard and protect the rights of policyholders, especially the poor and ignorant."

McLaughlin testified he did not want the policies changed but that he insisted on retaining endowment policies and no others, and that Machera assured him that the policies would remain endowment policies and would be the same as those in the possession of McLaughlin and would all bear the original date of

issue. After the necessary forms were signed by McLaughlin 20 payment life policies were issued. McLaughlin refused to accept them, stating he had a definite plan for the use of this money in connection with the education of his daughters.

The defendant did not testify. Pantaleoni & Silver were attorneys for McLaughlin.

Two Companies in Larger Cincinnati Office

CINCINNATI—The office of Mutual Benefit Health & Accident and United Benefit Life has been moved to the fifth floor of Dixie Terminal building in expanded quarters. C. L. Gurney, manager, and J. P. Giles, associate manager, in charge of the newly opened life depart-

ment greeted friends who attended the open house. Mutual Benefit managers from several cities were on hand including H. R. Lamme, Dayton; R. B. Condon, Louisville; Rush Kirkham, Toledo, and H. F. Swisher, Columbus. In the past eight years expanded activities have compelled five moves to larger offices. The new office includes double the space used in the previous location.

ADVANTAGES OF JUVENILE INSURANCE

1. Creates pride of ownership.
2. Cultivates persistent thrift.
3. Develops habit of stability.
4. Protects child's insurability.
5. Guarantees life-long low premium.
6. Instills feeling of responsibility.
7. Provides future credit foundation.
8. Prevents loss of child's first savings.
9. Furnishes cash reserve for emergencies.

Write The Agency Department for new booklet,
"Give Your Child A Fair Chance," which explains
five plans of Juvenile Insurance, ages
one day to fourteen years.

THE MIDLAND MUTUAL LIFE INSURANCE COMPANY

Columbus 16, Ohio

Unduly Low Interest Is Menace

Continued and increased acceptance of the philosophy of low interest rates will stifle economic progress, and unduly low interest rates will threaten the functioning of the great institutions which have serviced the growth and development of this country, Donald B. Woodward, research assistant to the president of Mutual Life, declared in addressing a meeting of the American Institute of Real Estate Appraisers.

Unduly low interest rates will have a serious effect on the banking system, life insurance, the capital markets, and the great endowment organization for education, research and health, he said. Interest rates, he warned, "can be depressed to a level where they do not provide the incentive for adequate savings and for the necessary amounts to cover expenses of operation of savings and financial institutions and to cover losses which are an inevitable accompaniment of the administration of funds."

Mr. Woodward said the chances for greater prosperity will be impaired if the country follows an easy money policy with interest rate too low to permit continued economic progress; if pro-

ducers try to overprice their products; if the country continues its pursuit of nationalism; or if there is excessive governmental intervention into economic and social processes.

Mr. Woodward said the size of the public debt "creates a strong argument for an aggressive policy to make interest rates very low in order to minimize the interest charge."

Other borrowers, he added, also are demanding low interest rates, including groups concerned with housing.

W. C. Freeman to Group Post

W. C. Freeman, formerly a traveling inspector for Life of Virginia, has been appointed as special representative of the group division with headquarters at Atlanta. He attended Georgia School of Technology. In 1937 he went with Life of Virginia on a debit. He became an assistant manager in 1941. He graduated last year from the Research Bureau agency management school at Richmond.

Tucker to Guardian of Dallas

Joe Tucker, senior examiner of the life division of the Texas insurance department, has resigned to become secretary-treasurer of Guardian Life of Dallas.

Former Insurance Trade Press Man Truman's Aid

Edward D. McKim, vice-president of Mutual Benefit Health & Accident of Omaha, has been appointed senior administrative assistant to President Truman. This is a new position. The newspapers are speculating that this may mean that Mr. McKim may have somewhat the same relationship to President Truman that Harry Hopkins had to President Roosevelt. Mr. McKim and President Truman have been closely associated since the time of the last war when McKim served in France under Truman who was then an army captain. Mr. McKim, with Mutual Benefit H. & A. has been specializing in the newspaper accident policies. He has been given a leave of absence.

Three Years With "Field"

Mr. McKim traveled for the "Insurance Field" from 1924-1927 when he joined Mutual Benefit H. & A. He had become acquainted with the officers of that company on his visits to Omaha for "Insurance Field" and he was invited to join the company. He performed a variety of tasks but in more recent years he has given his attention exclusively to the newspaper accident business.

The Truman-McKim association was forged in France in the last war when the President was a captain of battery D 129th field artillery in which Mr. McKim was a private. Mr. McKim served overseas with the 35th division 13 months. Both took part in the Meuse-Argonne offensive.

The two men liked each other from the start. When the war was over and they doffed their uniforms, Mr. Truman returned to his home at Independence, Mo., and Mr. McKim returned to Kansas City. They were together constantly.

When Mr. Truman first ran for county judge, Mr. McKim was on his campaign staff. Then in 1927 the McKims moved to Omaha, but they still saw the Trumans often.

Mr. McKim ran for lieutenant governor of Nebraska on the Democratic ticket in 1938 and Truman "invaded" the state to campaign for him, apologizing that he was not trying to "tell Nebraska what to do," but that he thought the people ought to be told about a "good soldier and a good citizen." Mr. McKim lost his primary race.

In Militia Camps

The Truman-McKim relationship even carried over to the militia camps in which both kept up their peacetime training and both men served together in field artillery annual camps, Mr. Truman still "the boss."

When in Chicago last June Mr. Truman received the vice-presidential nomination, he immediately called Mr. McKim and the two stumped the country for the ticket.

The McKims were the Trumans' personal guests at the inauguration Jan. 20.

When Mr. Truman was shot into the Presidency in dramatic fashion, Mr. McKim soon was at the White House. He dined with the Trumans the first night they occupied the Blair House, while they were waiting for the executive mansion to be made ready for them.

Mr. McKim was born in 1895 at Evansville, Ind. He was educated at De LaSalle Academy at Kansas City and later attended Rockhurst College.

The McKims have four children, three daughters and a son. Another son, an air corps lieutenant, was killed on Guam last June.

Before his lieutenant governor bid, Mr. McKim's only venture for public office was a session in the Nebraska legislature in 1935 where he was chair-

man of the miscellaneous subjects committee.

To fill the job to which the President assigned him Monday, Mr. McKim will take a leave of absence from his company for which he had worked 18 years.

In the new \$10,000 a year job, Mr. McKim will have an honor that President Roosevelt never bestowed on his aids, that of senior assistant.

Brings in \$11,000 Premiums on His 30th Anniversary

William Waddle, 75 year-old veteran who has been a topnotch producer for Occidental Life in Los Angeles many years, celebrated his 30th anniversary in life insurance in an unusual way.

Twenty-nine of Mr. Waddle's associates in the Occidental field and home office, headed by President Dwight L. Clarke and Vice-president V. H. Jenkins attended a testimonial luncheon in his honor and to present him his Occidental 30-year pin. He told of his early days with the company, which he has represented in many localities.

Then they were treated to a demonstration of the fact that a man never grows old in life insurance, but can continue to be a successful producer as long as he lives. Mr. Waddle left the luncheon to make two calls on prospects he had been working on for some time. Later that afternoon he returned to his office with three applications totalling \$20,000 of annual premium life insurance, with more than \$1,000 of premiums and an immediate annuity with a premium of more than \$10,000.

Objects to Canadian Investments

JEFFERSON CITY, MO.—Senator Frisby, Bethany, has voiced opposition to some sections of the proposal to broaden investments by Missouri life companies.

Senator Frisby, who has extensive financial interests in Canada, raised the question of the advisability of placing the Canadian provinces on the same footing with the states. He said that many Canadian bonds are of a highly speculative character, and there should be no authorization in Missouri for the investment of trust funds in such securities.

Senator Matthes, who was handling the bill, later conferred with Superintendent Scheufler and Preston Estep, insurance department attorney. It is understood that proposed amendments to eliminate common stock and Canadian provincial securities from the investment field of life companies was agreed upon.

The right to invest up to 5% in preferred stocks, which is not permissible under the existing investment law, probably will be retained in the pending measure.

Accountants Select Dallas

Dallas was selected for the next meeting of the Insurance Accounting & Statistical Association at a directors' conference in Chicago. The date will be set after travel restrictions are lifted. All officers were reelected, including: R. L. Hughes, Guarantee Mutual Life, president; H. J. Stowe, Manufacturers Life, vice-president; and I. H. Wagner, Business Men's Assurance, secretary-treasurer.

I. W. Kimmerle, Northwestern National Life, is director of the life section.

Makes Building Investment

CINCINNATI—The Waslic Corp., a realty holding concern controlled by Western & Southern Life, has contracted to acquire the Phelps Apartments, 520 East Fourth street, from Cincinnati Institute of Fine Arts. Waslic Corp. owns Hotel Tulsa, Puritan Apartments, Louisville, and Admiral Apartments, Chicago. The Phelps is being acquired for investment. It is a 12-story brick with 130 suites.

DO YOU KNOW

why brokers and surplus writers recommend the Berkshire?



For that client who requires additional protection during a specified period.

ONE GOOD REASON—the Berkshire's TERM to AGE 65 Policy is one of the best buys today for the man who desires maximum "earning-period" protection at a minimum premium level.

We accept brokerage and surplus business on this policy form. Minimum Amount: \$5000.

Disability Waiver and Double Indemnity benefits are available on the Term to Age 65 Policy within the Company's regular limits.

Full details concerning the Berkshire's Term to Age 65 Policy will be gladly furnished you upon request, without obligation.

Berkshire

LIFE INSURANCE COMPANY

Incorporated 1851

HARRISON L. AMBER, President

PITTSFIELD • MASSACHUSETTS



IF YOU ARE A FULL TIME AGENT OF ANY COMPANY, WE SOLICIT YOUR SURPLUS BUSINESS ONLY.

Teachers Company Attests Necessity of Agent's Voice

An interesting comment on the often repeated fact that the importunities of the individual salesman are necessary in order to bring about extensive purchase of life insurance is found in the annual report of Teachers Insurance & Annuity signed by President D. C. Josephs.

Although the principal function of Teachers Insurance, he writes, is the funding of plans for retirement income of colleges and closely related educational institutions, the growth of its life insurance has been continuous and, even during depression years, the amount of insurance in force continues to increase. "The life insurance issued by T.I.A.A. is only a small fraction of the insurance purchased during the period of its existence by those eligible for its contract even though the economy of the association's policies has repeatedly been clearly demonstrated.

"This fact supports the contention of the life insurance agent that most people must be individually urged to buy the life insurance they know they should have and presents a challenge to all policyholders. They recognize that the association, without the use of agents, furnishes appropriate life insurance policies on attractive terms to eligible individuals who take the trouble to analyze their own insurance needs, with the aid of our consultation by mail when this is desired." Mr. Josephs then goes on to urge that policyholders impress upon their younger colleagues the value of T.I.A.A. insurance.

Holgar Johnson Notes U. S. High Public Health Level

In spite of war pressure, the civilian population has maintained its health to an extraordinary degree, as evidenced by life insurance mortality figures, H. J. Johnson, president Institute of Life Insurance, told a combined meeting in Portland, Ore., of the Chamber of Commerce and Life Underwriters Association.

The showing is the more remarkable because millions of younger and normally healthier men have been withdrawn from civilian life into the armed forces, so that vital statistics cannot serve to lighten the general figures. The number of civilian deaths last year was lower than in 1943, tending to offset the \$95,000,000 paid in 1944 on 90,000 war deaths in the armed forces.

Mr. Johnson discussed the new mortality table developed by the insurance commissioners, which now is in process of being written into the law by the various states. The table may mean somewhat lower life insurance costs for younger ages and slightly higher for older ages, but on an overall basis the present cost of insurance to most people will not change materially, he said.

The prolonged downturn in interest rates on investments is a primary problem, Mr. Johnson declared. If the life companies had had the same earnings on investments in 1944 as in 1930, it would have meant some \$500 million more earnings which would have been reflected in lower cost to policyholders.

Montpelier Housing Conference

John B. Blandford, administrator of the national housing agency, and Earle S. Draper, deputy commissioner of federal housing administration, headed a delegation of officials and bankers that was entertained at Montpelier, Vt., by President E. S. Brigham of National Life of Vermont. Mr. Blandford said that he is getting into the field to learn first hand what is being done about housing and to get the benefit of the views of committees and of representatives of industry. He observed that National Life is one of the most active participants in home financing, particularly under the FHA program. He said life companies have an important stake

and interest in good housing as a sound and productive outlet for their investment funds. He said he has been conferring with a number of leading insurance companies on the prospect for large scale housing activity after the war.

Elect McKell, Lee, Fischer

WASHINGTON — William E. McKell, first vice-president of American Surety and president of New York Casualty was elected in recent mail balloting as a new U. S. Chamber of Commerce director. He takes the place of

John M. Thomas, president of National Union Fire to represent the insurance industry as such.

Two other insurance men were also elected directors: Laurence F. Lee, president Peninsular Life of Jacksonville and of Occidental Life, Raleigh, and president American Life Convention, to represent the fourth election district; Chester O. Fischer, vice-president Massachusetts Mutual Life, reelected to represent the first district.

Mr. McKell and Mr. Lee are being inducted into office at the meeting of U. S. Chamber directors in Washington this week.

Introduce Bill to Expand Illinois Group Cover

Rep. Russell W. Arrington of Evans-ton, who is a vice-president of Combined Mutual Casualty, has introduced in the Illinois legislature a bill to expand the definition of group insurance to take in "voluntary industrial associations" and other risks.

B. C. Thorpe, formerly with the Internal Revenue Bureau in charge of pensions, addressed the Oklahoma City C.L.U. chapter on "Taxation".

You were right

John Todd

It Can Be Done!



Let me tell you the story behind the above picture.

Just one year ago, when John Todd asked me to come to Chicago to assist him in building an agency for the Northwestern Mutual he told me that, in his opinion, my first and most important job would be to prove to myself that although I had been practically "out of circulation" for the past 10 years as far as real personal production was concerned and was a stranger in Chicago, I could still write life insurance.

Confidentially, that was somewhat of a shock because back East where I had been managing my own agency for several years I was one of those managers who did very little in the way of personal production.

Well, let's get to the point of this story. I spent many hours with John Todd getting back into the "feel" of production. On May 1st, 1944, I started spending three days a week in the field with the rate book, and the balance of my time assisting in the organization of several departments required in the type of agency John Todd had in mind. Frankly, it wasn't an easy job to get back on a regular time schedule and get a prospect inventory built up. I'm happy to say that now, as we end our first year, without pension trust business or any large cases, I have over five hundred thousand of life insurance paid for personally and a respective volume in the process of delivery. In addition, of course, I had my organization duties — so I know "it can be done."

I understand that many experienced life insurance men move to Chicago every year. If you are one who is contemplating such a move or one who is thinking about entering our business on a career basis, I want to tell you our agency story—the story of what is making the John Todd Agency "click." I want you to meet and talk with John Todd who will share with you, as he has with me, the ideas and plans that have made him one of America's outstanding producers of life insurance. I want you to meet the heads and the members of the several departments we have organized during the past year who are qualified to provide the education and assistance that will enable you to become a "top flight" producer.

Now I come to the end of my story—one which I believe you will agree gives us justification in saying to you and to others that the Todd Agency merits your investigation if you can qualify as a member of our agency force. Our Estate Analysis, Pension Trust, Business Insurance and other departments are at your service. In my opinion, using John Todd's sales ideas and working with him and the rest of us on an organized basis, you can and will do as well or better than I have done. The price to pay is the doing of just a little more than is required—putting in that extra effort that will insure your success.

I am convinced, in coming to Chicago with the John Todd Agency of the Northwestern Mutual, I've come to the place where "IT CAN BE DONE."

JOHN S. MURPHY
Production Manager

John O. Todd and Associates 110 So. Dearborn St., Chicago 3 Dearborn 2450

N. W. Mutual Service Men Attend Refresher School

MILWAUKEE—Eleven Northwestern Mutual service men who have returned to civilian life and are resuming their life insurance careers attended the refresher school sponsored by the company and its general agents at the home office recently. This was another in the series of sales training schools inaugurated by Northwestern Mutual late last year. The faculty of 12 company officials and department heads was headed by Grant L. Hill, director of agencies. President M. J. Cleary ad-

ressed the dinner the first evening and commented on the company's financial and other operations.

Enrolled in this class were men who had held ranks up to lieutenant colonel and a former Red Cross field director, most of whom had seen foreign service. They are Clyde Fuller, Stamm agency, Milwaukee; William Goebel, Theisen agency, Denver; Richard Osborne, Laffer agency, Wichita; Alden Smith, Proctor agency, Nashville; Ben Kirsling and Robert Scharff, Poindexter agency, St. Louis; Herbert Mee, Irwin agency, Oklahoma City; J. B. Townshend, Russell Law agency, Baltimore; Larry Diamond, Stumm agency, Aurora, Ill.; Kuper Hood, Mack agency, Cincinnati; and James Chapman, Clyde Law agency, Wheeling, W. Va.

Receive Blood Donor Flag

At the annual dinner of the Business Men's Assurance employees club, the Know Each Other Club, the company was presented the blood donors' duration flag, which was accepted by J. C. Higdon, president. Twelve employees have given a gallon of blood each and 452 in all had donated. The unveiling of a portrait of W. T. Grant, chairman of the company, preceded the flag award.

Grant Packer at \$1 Million Mark

Grant P. Packer, general agent of Pacific National Life at Idaho Falls, Idaho, now has \$1 million of life insurance in force in his agency. He is the 15th general agent of Pacific National to reach this stature. When a general agent reaches this mark Pacific National devotes an entire issue of its publication, "Panlaco" to the accomplishment, giving pictures and a story about the general agents and reproducing messages of congratulation from prominent persons, and Mr. Packer will be so featured.

Ohio State Honors Barnes

The field force of Ohio State Life is honoring Frank L. Barnes, vice-president and agency director, with "Appreciation Month" in commemoration of his 50th birthday and the 13th anniversary of his joining Ohio State Life. Its insurance in force 13 years ago was \$85,000,000; now it has grown to \$137,305,000. Insurance written in March was more than twice that for the corresponding month last year.

Human Angle in Trust Cases

The human angle in dealing with the public in trust cases was outlined effectively and humorously before the newly organized Detroit Life Insurance & Trust Council by J. L. Chapman, secretary of the Chicago Life Insurance & Trust Council and head of the new business advertising departments of the City National Bank & Trust Co.

Mr. Chapman described the various types of people with whom the trust officer and life agent writing pension and trust cases come into contact and told how best to handle them.

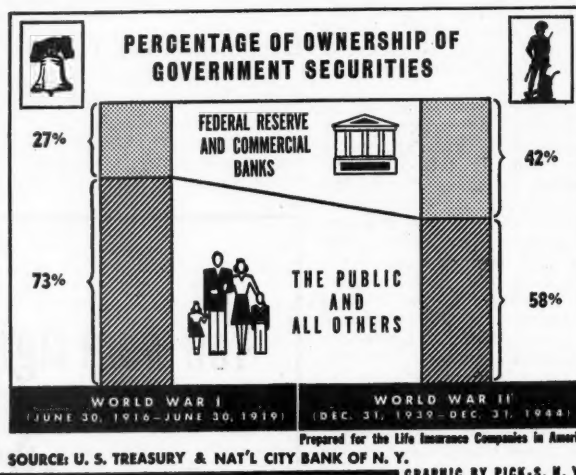
Prudential Athletes Elect

James J. Flood of the unclaimed equities division has been elected president of the Prudential Insurance Company Athletic Association. George H. Johnson is first vice-president. E. A. Evans was elected second vice-president. That was the office for which there was a contest. He is in the ordinary service department. E. A. Beahan of correspondence division was reelected secretary and Miss Ruth D. Gruber, personnel department, was reelected assistant secretary. George A. Reinfurt, ordinary underwriting, is financial secretary and J. B. Kinnealy of debit policy change departments is treasurer. An inaugural dance was held.

Pettus V. P. and Actuary

J. J. Pettus, secretary and actuary of Western Reserve Life, Austin, Tex., has been elected vice-president and actuary.

FINANCING OF TWO WARS



Disability Pensions May Cause Trouble on Group A. & H.

In anticipating possible problems which will be faced by group insurance under the reemployment provisions of the selective service law when demobilization gets under way in earnest, it is felt that some adjustment will have to be made under group accident and health contracts; to take into account disability pensions which will ordinarily range from \$11.50 to \$115 a month.

The reemployed veteran is entitled to participate in insurance and other benefits allowed to employees on leave of absence so that the usual 60- to 90-day waiting period will be waived. As there was a high rate of morbidity among veterans during the readjustment period following demobilization after the last war, this immediate reinstatement may stimulate claims.

Might Encourage Malingering

It is expected that employers will be lenient in reemploying disabled veterans. If group accident and health benefits are too high, the benefits plus the disability pension may encourage malingering.

Gassed veterans caused some claim difficulties following the last war and this time malaria victims may be a source of trouble.

Right now, with employers anxious to hire anyone who can apply for a job under their own power, group men are mostly concerned with the high average age. Added to this, there is a tendency for women employees who are not accustomed to working to take off an extra few days or a week when disabled. Experience has been spotty, depending somewhat on the type of work.

British Insurers Government Bond Ratio Same as in U. S.

NEW YORK—Government bond holdings of a group of 12 large British life companies increased from 26% to 39% in the period 1938 to 1944. L. Brown of Prudential of London reported in an investment analysis of the companies in a paper read before the Insurance Institute of London. In figures, the government bond investment increased from £239,145,991 in 1938 to £412,262,543 in 1943. The increase, £173,000,000, was £19,000,000 more than the increase in the total assets, which were £1,054,951,095 at the end of 1943. This resulted in a decrease in the percentage of assets of every other type of investment held and in most cases a reduction

in the actual amount so invested despite the increase in total assets.

In his address before the Life Insurance Association of America, J. A. Fulton, president of Home Life and president of the association, said that 40% of company assets would be invested in government bonds at the end of 1944 and "it would be safe to assume that by the time the war is over, half the assets of American life insurance will be invested in government bonds."

In addition to the increase in government holdings, an obvious effect was the resultant fall in the average yield on investments, Mr. Brown pointed out. This yield must continue to fall as the expanding funds are invested at current low rates and it is fairly safe to assume the trend will continue for some time, during the remainder of the war and in the reconstruction period, because of government control of interest rates.

Pension Trust Persistency

NEW YORK—Pension trust business is proving to have a better persistency than that written on individual cases and the fears expressed in some quarters on this point may prove to be largely unfounded, H. D. Josephson, general agent Mutual Benefit, declared. His office was one of the first to realize the opportunities for giving clients this service and has placed a large volume of this business. He believes there are two factors that insure good persistency. Treasury department regulations which provide strict requirements for termination of such plans, and the factor of employee morale.

Mr. Josephson believes the peak of the pension trust placements has passed. New business consists largely of additions to existing plans and the business grows more and more secure, particularly since every continuing plan has been passed on.

Business insurance offers a larger and more diversified field and is comparatively simple to write, he said. There is a fine opportunity to write corporation and partnership liquidation arrangements and key man insurance. Firms have more money and are interested in this type of insurance.

The Josephson agency, which has operated successfully in Brooklyn for a number of years, has moved to Manhattan, taking larger quarters in the heart of the insurance district at 84 William street.

Increase Old Age Limits

Western Life of St. Louis has increased its limits on old age risks (age 66 to 80) from \$100 to \$200. Each applicant must be in normal health for his age, without evident physical or health impairment.



You Can Plan Today for
Your Production and
Home of Tomorrow
through a
**RENEWAL
COMMISSION
LOAN**

Suppose that you need \$3,000. Suppose your renewals in 1944 were \$1,100. Suppose you are operating under a 9-5 contract. You can obtain a loan for \$3,000. Monthly payments can be \$93.33, or \$72.50. If you wish, you may liquidate this loan with monthly payments as low as \$52.92. Excess renewals received over the monthly deposit required will revert to you during the loan period.

Hundreds of insurance men are now using this plan. If you are interested, write us for tentative loan commitment stating amount of renewal commissions received during last twelve months, terms of contract, and amount of business paid for in 1944. You are under no obligation.

A unique plan developed by us in cooperation with the Northwestern National Bank of Minneapolis.

★
**LIFE
UNDERWRITERS
CREDIT CORPORATION**
MINNEAPOLIS 2, MINNESOTA

Wage, Hour Unit Is Not Initiating Action Against Employers for Back Pay

WASHINGTON — The wage and hour and public contracts divisions, Department of Labor, with headquarters in New York, "have not undertaken to order any employer to pay back wages due to his employees under the wage and hour act," writes Thacher Winslow, acting deputy administrator, in response to an inquiry.

He said further that the divisions "would not be concerned with restitution of back wages due to violations" in the insurance industry occurring before Feb. 10, 1942, in connection with inside employees of companies and before Sept. 16, 1942, with respect to their outside employees.

There has been some confusion, and even alarm, reported in insurance circles as a result of recent reports that regional attorneys of the wage and hour division have notified certain insurance interests they are liable for back pay for overtime work retroactive to the effective date of the act.

Mr. Thacher gives an estimate that 300,000 of the 500,000 employees of the insurance industry in more than 25,000 offices, "are subject to the minimum wage or overtime provisions of the act."

"On Feb. 10, 1942, the divisions formally brought its position to the attention of the insurance industry on the application thereto of the fair labor standards act," Mr. Thacher states. "While the position thus set forth was one it had long maintained, this was its first complete clarification thereof. The divisions therefore decided, for administrative purposes, that it would not be concerned with violations prior to Feb. 10, 1942 where full compliance is consistently maintained by any insurance company thereafter."

"A few months following that date there arose the question of 'travel' and 'waiting time' in connection with 'outside' employees of insurance companies (other than outside salesmen) as distinguished from the office or 'inside' employees. Among these 'outside' employees are those who customarily perform their work away from their employer's place of business, such as field representatives, claim adjusters, traveling auditors, safety engineers, etc."

"The divisions' views on the inclusion of 'travel' and 'waiting time' as hours worked were specifically expressed in relation to such 'outside' employees on July 16, 1942, in correspondence with the industry. It was then decided, since the subject of these 'outside' employees had been expressly clarified subsequent to the Feb. 10, 1942 issuance of the releases (which referred in general to office or 'inside' employees) to adopt Sept. 16, 1942 as a reasonable date from which to expect full compliance in relation to the 'outside' type of employees. The date of Feb. 10, 1942 continued to specifically refer to the office or 'inside' employees only."

"The divisions consequently would not be concerned with restitution of back wages due to violations occurring prior to those dates in connection with the respective types of employees mentioned where an insurance company has since been in complete compliance. As indicated above, this is solely an administrative policy and does not affect the employer's liability, nor the rights of employees under section 16(b) of the fair labor standards act to their own action to recover any and all back wages due them under the act."

"In regard to effecting restitution, the divisions have not undertaken to order any employer to pay back wages due to his employees under the act. As far as the divisions are concerned in their enforcement activities, however, where an inspection reveals unpaid back wages, the voluntary restitution by an employer is taken into consideration as a basis for settlement of the case without further action as provided by the act."

It is understood that representatives

of the National Association of Mutual Insurance Agents have taken up problems of insurance industry liability for back pay and restitution with officials of the wage and hour administration.

Individual Proprietors Best Prospects in 1945

Individual proprietors led all occupational groups in number of policies of \$10,000 or more bought during the first quarter of 1945, while managers led in total volume purchased, according to Lincoln National Life's quarterly survey.

Listed according to number of policies bought, the big buyer groups were: Individual proprietors, managers, professional men, executives, skilled workers, clerks, housewives, salesmen, farmers, students, unskilled workers, unclassified, and teachers.

Individual proprietors, managers, professional men, and executives accounted for more than twice as many policies and for nearly three times the volume of all the other classes combined.

The big buyer groups listed according to total amounts purchased were: Managers, individual proprietors, professional men, executives, skilled workers, clerks, housewives, students, salesmen, farmers, unclassified, unskilled workers, and teachers.

Legislator Says Insurance Should Protect Interests

BUFFALO—Speaking at the sales congress of the Buffalo Life Underwriters, Inc., State Senator Walter J. Mahoney, chairman of the senate insurance committee, mildly criticized insurance men for not taking a more active interest in legislative matters.

"It has been my observation in Albany," he said, "that insurance companies are taking a backward attitude—they seem afraid to assert themselves in the protection of their rights which, after all, means the rights of the policyholders. The insurance business should not take the sanctimonious view that because the business is above reproach, it doesn't have to worry about protecting its interests."

British Sales Up

Purchases of new ordinary life in the British Isles showed an increase in 1944 for the fourth successive year and were approximately 40% greater than in 1940, the Institute of Life Insurance reports.

Preliminary reports of 54 British companies show 1944 purchases of more than \$875,000,000 ordinary life. This total is still below the level of pre-war 1938.

Britishers now put more than \$600,000,000 premiums annually into life insurance protection of all kinds and have about one-tenth of the world's life insurance.

Woodson Memphis Speaker

MEMPHIS—B. N. Woodson, vice-president of Commonwealth Life, gave an address on "It's How You say It," at a meeting of the Memphis Association of Life Underwriters. He was introduced by A. C. Tallent, Memphis manager of Commonwealth.

Monumental Stock Sale

First Boston Corp. has reported the sale of a block of 13,800 shares of Monumental Life stock at \$34.50 a share, the first public offering of the company's stock.

Acacia's War Clause Record

Acacia Mutual Life, whose war clause simply excludes death due to combat or enemy action or aviation, states that its mortality experience in 1944 again proved the soundness of its position. Despite the claims paid because of the war Acacia Mutual's actual experience in 1944 showed that the mortality rate increased only three-fourths of 1%.

Acacia Mutual contended at the out-

break of the war that the life companies acting together could safely have eliminated the use of the war clause. Acacia desired to have no war clause used at all but in view of the fact that the other companies would not consent to cover the hazard Acacia introduced a war clause excluding deaths from combat and aviation.

Confer on Bulletin Service

The joint committee of American Life Convention and the Life Insurance Association of America met in Chicago last week to discuss bulletin service with the two organizations attempting to reach some conclusion as to the procedure best fitted to avoid duplications and to give greatest efficiency. A final conclusion was not reached. George A. White, president of State Mutual, is chairman of the L. I. A. committee and A. J. McAndless, Lincoln National, chairman of the A. L. C. committee. President L. F. Lee of A. L. C. was present.

Mr. White visited the two agencies of State Mutual at Chicago while in the city.

W. R. Shoener, auditor of Girard Life, who has been on leave in France, has been reclassified and given a permanent station back from the front. Stanley Hyde and Inez Hyde, son and daughter

of A. Stanley Hyde, special agent of Girard Life in Philadelphia, who are in the service, encountered each other at a hospital in New Guinea. The son, a corporal, was wounded and taken to the hospital for treatment. During his convalescence, he noticed a group of WACs and upon investigation found his sister was stationed there. She is a corporal connected with fifth army intelligence.

Park R. Learned has established a general insurance business at 1545 Northwestern National Bank building, Minneapolis. He is a member of the Million Dollar Round Table and for several years was with Equitable society.

Sgt. Fernan Baruch, brother of Earl E. Baruch, Philadelphia general agent of Girard Life, has been awarded a bronze star and recommended for field promotion for outstanding achievements as a member of the 10th mountain division, or ski troops, of the fifth army. After completion of a course in the field he will become a second lieutenant.

Berkshire Life—Paid life insurance showed an increase of 23.2% for the first three months over the corresponding period of 1944. For 25 consecutive months a gain in paid life production has been recorded over the corresponding months of previous years.

SO HE WANTS HIS CASH VALUE, TOO?

YOU'VE MET the man. He's read a book. He wants the cash value *and* the face amount at death.

You *can* win this argument—and lose the sale. But Occidental agents let *him* win the argument while they make a sale, and a friend. Their rate-book includes a Return of Cash Value benefit. It's optional on most plans of insurance and payable in addition to the face amount upon death during the first 20 years.

Old policyholders use it also, to restore full death benefit to policies with loans against them.

Small feature? Maybe so. But Occidental agents know how often such a feature tips the balance in a big sale.

Occidental Life Insurance Company
of California

V. H. JENKINS, VICE PRESIDENT

"We pay lifetime renewals—they last as long as you do."



EDITORIAL COMMENT

Unwise Censorship

A few weeks ago the insurance trade publications received a written notification that an inter-company life insurance meeting had been held but the editors were requested to refrain from mentioning the fact. They were told that the meeting complied in every respect with ODT regulations but if it were publicized it might be misunderstood. THE NATIONAL UNDERWRITER had previously learned of the meeting and by the time the censorship request was received, papers containing news of the meeting were already being distributed.

We felt that this was an unwise request and we were tempted at the time to speak out editorially against it but decided not to do so.

However, this practice seems to be catching among life insurance people and we feel constrained to utter a word of caution. During the past week we received a similar censorship request concerning another inter-company meeting and also in connection with a small meeting of general agents of a single company. In both cases the notice stated that the meeting complied in every way with ODT regulations but those in charge desired no publicity because of possible misunderstandings.

This sort of thing not only goes against the editorial grain of a publication that is striving to cover the news of the business completely but we are

convinced that it is an unwise policy in general. So far as the trade journals are concerned their readers have a very sound basis for criticism if meetings which are pretty generally known within the industry to have been held, are not reported. However, beyond editorial impatience with such censorship there is the more important consideration that if meetings are held and not reported whispers are going to echo throughout the industry and rumors multiply about what was said or done at this gathering or that with the grapevine flowering in an atmosphere of secrecy and mystery. Also if this thing is carried much further, suspicions will arise that life insurance people are playing loose with the ODT regulations. That is not true. The insurance industry has cooperated strictly with these regulations and the business is in sympathy with them.

The three censored meetings that prompt these remarks were not and are not headlines. There can be no criticism of their being held and they are no different from dozens of other small group meetings that are being conducted these days without the slightest apology and with no attempt to shut off publicity. The misunderstandings that the censors fear will not arise from the meetings that are publicized but will grow out of those about which the curtain is drawn.

N.A.L.U. Forges Ahead

The National Association of Life Underwriters' recent gains in membership didn't just happen, they are the result of a well planned effort. In the first place the N. A. L. U. has developed something to sell, services which are of real use to the prospective member. Coupled with that the N. A. L. U. has done and is doing an exceptionally promotional job. The most recent items in that line are two new four-page circulars outlining the benefits of mem-

bership. The information is factual, well presented and should aid substantially in enabling the N. A. L. U. to reach its goal of 40,000 members by June 30. To persons observing organization work from the outside the efficient, thorough and enthusiastic methods used by the N. A. L. U. are stimulating as compared to the bungling and lack of interest and zest which are characteristics of so many clubs and associations.

Beware of Rich Diet

A number of managers have wondered whether the fact that business is easy to get these days has not had a softening effect on salesmen. Every office realizes that if it had more men at the present time a much larger business could be written because applications are to be had if only the applicants can be reached and talked to. More people are making more money today than ever. There is a growing tendency to

prepare for retirement. Men are getting more retirement conscious. The argument of purchasing life insurance as a pension or retirement fund is most effective. It in itself has had a great impetus in life insurance selling. Juvenile insurance has forged to the front in great shape. We still have the good old fashioned personal insurance. Now we have pension trusts, business insurance and other lines that have

grown recently by leaps and bounds.

Opposition very often is an excellent factor in hardening a man for more arduous toil. Sometimes the hard way is the best way to get a man into the right frame of mind for successful sell-

ing. Men do get obese by eating too much rich food. Mental exercise is just as essential as physical. Salesmen need to keep in good selling condition. When business comes too easy salesmen become order takers.

PERSONAL SIDE OF THE BUSINESS

James E. Ragsdale, general agent of Western Life of Helena in Glendale, Cal., and **Hazel I. Maag** of Santa Ana were married at Las Vegas, Nev. Mr. Ragsdale also conducts a general insurance agency in Glendale.

Theo. P. Beasley, president of Republic National Life, has been named chairman for Dallas and Dallas county in the national campaign to raise Texas' quota in the first major fund campaign of the American Cancer Society.

W. Howard Cox, president of Union Central Life, is chairman of the Red Cross citizens nurse recruitment committee of Cincinnati.

C. A. Craig, chairman of National Life & Accident, and **Cecil Woods**, president of Volunteer State Life, have been appointed by Governor McCord as members of the Tennessee civil service board.

Edgar B. Fowler, Chicago general agent for New England Mutual Life, went to Land o' Lakes, Wis., to open his summer home. He is getting established there earlier this season than in the past. He expects to put in alternate weeks this summer at his office in Chicago and at his summer place.

Ralph R. Lounsbury, president of Bankers National Life, was elected president of the Montclair Rotary Club, of which he has been vice-president.

C. A. Macauley, state agent of John Hancock Mutual ordinary department, has been reelected a director of the Detroit Better Business Bureau. He was instrumental in forming the life insurance division of the bureau some years ago.

President M. A. Kern of Alliance Life of Chicago is one of the authorities on horses in his section. In the past he has developed show horses and now is spending all of his time promoting his horse boarding business which is carried on at his farm, Lexington Fields, northwest of Chicago.

Robert E. Watson, of San Francisco, has been advised that he has again qualified for the Million Dollar Round Table. Mr. Watson, who has been with Occidental Life in San Francisco for many years, was a large personal producer from the first year he started in the business with the old California State Life.

Charles J. Heyl, director of agencies of Bankers Life of Nebraska, who is on leave of absence as a major in AMG, the American military government in Germany, has been writing a monthly letter on his experiences and observations for the company's publication "Broadcaster." In May, Bankers Life's 58th anniversary, he extended a special greeting from the fighting front in the form of a letter to the entire agency force which was sent out in printed form.

Major Heyl is an unusual position

for observation. He finds the outstanding characteristic of all modern Germans is total lack of ability to connect cause and effect; to understand why their country is being wrecked in retaliation for the disaster it has brought on other countries. They have, he says, a "persecution complex en masse" in a most virulent form, and do not act like whipped or even defeated people, but show hatred and contempt for the Allies.

The destruction of German cities, he writes, has been accomplished methodically, skillfully and completely by our strategic air force and he has seen nothing in England, France or Belgium that quite equals it. It has been perfect enough to satisfy the most bloodthirsty, "but judging from the contacts I have had so far it hasn't had the desired effect," he concluded.

Francis L. Brown, president of Rockford Life, Rockford, Ill., who has been ill for several months, is now recovering and spends some time every day at the office.

President Lewis W. Douglas of Mutual Life is in Germany with the allied control commission, which has charge of setting up the administration of government in occupied areas. Mr. Douglas' duties have to do with setting up the system and not the actual administration. It is expected that he will return to the United States within a few months.

DEATHS

Walter A. Hoffmann, 49, auditor and confidential officer, Western & Southern Life, died suddenly last Saturday following a heart attack at his home. He had been with Western & Southern 14 years.

James E. Berry, Jackson, Mich., manager Metropolitan Life for four years prior to joining the navy, died at Staten Island. He was finishing his boot training. Prior to going to Jackson, Mr. Berry was manager at Waukegan, Ill., for four years.

Oscar A. Hill, 74, for 45 years an agent in Boston of New York Life, until his recent retirement, died at his home in Quincy, Mass. A native of Finland, he was an internationally known philatelist.

Pfc. Joseph Jungen, 26, formerly with Metropolitan Life in Janesville, Wis., died in a German prison camp.

Mrs. Helen McCoglan Ennis, supervisor of M.I.B. in the Girard Life home office, lost her husband, **Frank J. Ennis, Jr.**, who was killed in action on Iwo Jima March 9. He was a student in Wharton School who enlisted in the marines in his sophomore year and the assault on Iwo was his first action.

Herbert G. Pink, general agent at Sacramento, Cal., of Pacific Mutual Life, died there.

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CINCINNATI 2, OHIO—420 E. Fourth St. Tel. Parkway 2140. Abner Thorp, Jr., Vice-President. George C. Roeding, Associate Manager; J. T. Maloney, News Editor.

DALLAS 1, TEXAS—618 Wilson Bldg., Tel. Central 5833. Fred B. Humphrey, Resident Manager.

DES MOINES 12, IOWA—3333 Grand Ave., Tel. 7-4677. R. J. Chapman, Resident Manager.

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—MIND IF I WATCH YOU LAND MY BOSS? --- I INTEND TO MAKE INSURANCE MY CAREER.—

NEWS OF THE COMPANIES

Mass. Mutual Home Office Promotions Are Announced

Massachusetts Mutual Life has promoted six home office staff members. C. Harry Emanuelson, agency assistant, was advanced to assistant director of agencies, and Robert J. Ardison was appointed agency assistant. In the financial department, Mott A. Garlock and John R. Simpson, Jr., were made investment analysts. Leo E. Kuehn and Logan J. Massee of the planning department received appointments as planning engineers.

Emanuelson's Experience

Mr. Emanuelson joined Massachusetts Mutual as an agency supervisor in Chicago in 1937. The following year he was transferred to Boston as supervisor. In 1943 he became a home office agency assistant, specializing in pension trusts. In his new capacity as assistant director of agencies he will specialize in the recruiting.

Mr. Ardison started with Massachusetts Mutual a year ago following his release from the army air corps in which he served as a major. Before entering the armed forces in 1940, he was for seven years engaged in life insurance sales work in Amsterdam and Fort Plain, N. Y.

Garlock Former Security Analyst

Mr. Garlock has been with Massachusetts Mutual since 1938. Previously he was a security analyst with Graham Parsons & Co., and the Bankers Trust Company, New York City. Mr. Simpson entered Massachusetts Mutual's investment department in 1932. Mr. Kuehn entered Massachusetts Mutual in 1920 and was employed in the renewal department, advancing to the head of the premium accounting division, where he served until 1937, when he was transferred to the planning department.

Mr. Massee has been with Massachusetts Mutual since 1931. After a concen-

trated course of training he was assigned to work in the planning department.

Home Life Promotes Damuth, Richardson and Baker

The promotion of three executives of Home Life of New York is announced. W. C. Damuth has been appointed assistant secretary. For the past 3½ years he has served as office planning manager, directing the revisions and improvements of methods throughout home office organization. He has been with Home Life 20 years.

G. A. Richardson, assistant secretary since 1941, becomes assistant counsel and now devotes his full time to the work of the law department.

Harold R. Baker, in recognition of his service in the policy title division of the actuarial department, has been made policy title supervisor in charge of that division.

Everett V. P. and Treasurer of Chicago Companies

Boyd N. Everett, who has been treasurer of Continental Casualty and Continental Assurance, has now been elected vice-president and treasurer. He continues as the chief investment officer. Willard N. Boyden, who has been vice-president, will continue to act jointly with Mr. Everett in administering the investment operations under the supervision of the executive committee.

Mr. Everett joined the company in 1938 as financial secretary. Two years later he was named treasurer. Previously he had been manager of the investment department of Delafield & Delafield, New York, and before that was with City Bank & Farmers Trust Co., New York.

McDonald President of Nat'l Masonic Provident

C. C. McDonald, vice-president of National Masonic Provident of Mansfield, O., has been elected president,

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It looks like we can turn more of our attention to the winning of the Peace . . . in which our major enemy will be maladjustment.

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The
**NATIONAL LIFE
AND ACCIDENT
Insurance Company, Inc.**



succeeding Frank H. Marquis who died. Dr. O. H. Schettler, medical director has also been appointed vice-president.

Robert H. Miller, assistant secretary, has been elected a director to take the place of Mr. Marquis.

Robert L. Walker continues as secretary and general manager, a position he has held for many years.

Drs. Ungerleider, Beckwith Advanced by Equitable

Dr. Edgar W. Beckwith and Dr. Harry E. Ungerleider have been appointed associate medical directors of Equitable Society. Dr. Beckwith has been an assistant medical director since 1928 supervising medical underwriting in the central department. Dr. Ungerleider has been an assistant medical director since 1931. Dr. Beckwith went with Equitable in 1916 as an examining physician at the home office. Dr. Ungerleider became medical examiner at Philadelphia in 1926 and was transferred to the home office in 1929.

Ohio State Life New Business Up 21% for Quarter

New insurance written by Ohio State Life the first quarter of 1945 was 21% greater than for the first three months of 1944. Half of the increase came from Ohio agencies.

The Columbus agency, of which R. G. Leuzinger is manager, led in increase, closely followed by the Los Angeles agency, Alfred Guay, general agent.

Insurance in force March 31 was \$137,305,744. Assets were \$32,702,918. Capital, surplus and voluntary contingency funds totaled \$3,156,053.

Approximately 18% of the gross mortality cost was on the lives of men in service, compared to 16% in the same period a year ago. President Claris Adams said it seems certain that mor-

tality incident to the war will not be a serious factor.

French Anderson to Oil Post

French V. Anderson, who has supervised the direct mail division in the advertising department of Reliance Life since 1927, has joined Gulf Oil Co. in Texas in a sales promotion capacity.

Fortnum Named Comptroller

J. F. Fortnum has been appointed comptroller of Cuna Mutual of Madison, Wis. He has been chief accountant since 1935.

Garwood Heads New Insurer

Omar E. Garwood is president of the newly organized Fidelity National of Denver, which is chartered to write both life and health and accident. A. M. Quaintance is vice-president; Harold D. Johnson, secretary, and the directors are Milton C. Garwood, Lyman Linger, Norman A. Nelson and Meredith L. Knight.

Fidelity National was incorporated for capitalization of \$250,000, 50,000 shares, par value \$5. Mr. Quaintance, who is president of Fidelity Protective Mutual, states it is the purpose to consolidate that company with Fidelity National and also Fidelity Agency, Inc.

Bruce Baird, president of National Savings & Trust Co., Washington, D. C., has been elected a director of Acacia Mutual Life.

Beneficial Standard Life, which recently purchased the Corporation building, 724 South Spring street, Los Angeles, is now occupying the building.

NEW YORK

ANTI-DISCRIMINATION MEETING

The drug, chemical and allied trades section of the New York Board of Trade announces an open luncheon meeting May 17 on the anti-discrimination bill, at which Irving M. Ives, one of the proponents of the bill, will give an address to be followed by a question and answer period.

The Board of Trade vigorously opposed the measure the last session of the legislature. The board feels that this luncheon will give the insurance industry an opportunity of hearing Mr. Ives justify the passage of so drastic a bill.

A number of tables have been reserved for the insurance industry and reservations may be made through G. A. Buckingham, New York Board of Trade, 291 Broadway.

INCOME SETTLEMENTS DISCUSSED

Income settlements were discussed by Harold Loewenheim, agency field assistant Home Life of New York, before the Cashiers Association of New York City.

PLAN N. Y. BOND DRIVE

Executives of New York City's life insurance organizations met with F. W. Gehle, state chairman war finance committee, to make plans to help New York state to meet its \$400,000,000 "E" bond quota in the coming seventh war loan.

Chairman Gale F. Johnston, third vice-president Metropolitan Life, pointed out that the seventh war loan is a crucial point in the financing of the war. Life insurance workers recognize this fact and are confident of bettering their sixth loan record of bond sales to 476,563 persons.

Only 20% Can Define Mutual

In a recent survey made by "Sales Management" only 20% out of 400 men interviewed gave reasonably correct answers to "What is a mutual insurance company?" A number of answers indicated the term indicated a chain or group of companies.

LIFE AGENCY CHANGES

N. W. Mutual Names Cormack in Iowa; Hughes Retires

John J. Hughes, a leader in the Northwestern Mutual Life agency organization for 42 years, has resigned as general agent at Des Moines, effective June 1. Mr. Hughes will continue to be associated with the agency. He will be succeeded by Kimball J. M. Cormack of De Kalb, Ill., for 12 years a district agent in the Northwestern Mutual general agency of B. J. Stumm in Aurora. Mr. Cormack entered life insurance in



K. J. M. Cormack



J. J. Hughes

1931 at Sycamore, Ill., where he had been trust officer of the First National Bank. Two years later he formed a district agency partnership with Bruce Gilmore at De Kalb, becoming sole district agent in 1939. The De Kalb agency has been one of Northwestern's leading district agencies, winning permanent possession of the President Cleary cup by ranking first for three consecutive years in this competition. In the past 10 years it has frequently paid for more than \$1,000,000 of business annually from De Kalb county and ranked high in volume per capita. A number of successful agents developed have been promoted to district agents in the Stumm and other general agencies. A consistent personal producer, Mr. Cormack has won Northwestern's bronze, silver and gold buttons; been a member of the 4-L Club for over four years, and in 1944 qualified for both the Marathon and the \$500,000-And-Over clubs.

Mr. Hughes is relinquishing his organization responsibilities on his 25th anniversary as general agent at Des Moines. Starting his life insurance career in 1902 at Council Bluffs, Ia., he made an outstanding record as a special and district agent, being one of the state leaders. Appointed general agent in 1919 at Oklahoma City, he returned a year later to Des Moines in his native state. The agency has \$40,000,000 of business in force. He was active in the development of the all-Iowa state meetings and the famous inter-agency competition, and originated the Iowa Big Ten idea. Mr. Hughes has been on the standing committee of the Northwestern Association of Agents, president of the District Agents Association, and executive committeeman of the General Agents Association. He is a past president of the Des Moines Association of Life Underwriters and of the Des Moines General Agents & Managers Club.

Wiedemann Promotes Two

George A. Glover has been appointed assistant manager of the R. E. F. Wiedemann agency of Equitable Society in San Francisco. T. Paul Tissot has been appointed group production manager.

A graduate of Stanford University, Mr. Tissot has been with the agency for 15 years. Mr. Glover has been in life insurance production 23 years and has been a consistently large producer. Mr. Wiedemann tendered the two appointees a dinner, attended by the San Francisco agency organization.

R. N. Rose Heads Merged Brooklyn Equitable Agencies

The combined staffs of the agencies hitherto under the direction of M. War-



R. N. Rose

Robert N. Rose as agency manager.

Mr. Maxcy will open a new agency in lower Manhattan and Mr. Benton will join the agency of L. A. Miner as associate manager.

Among the speakers were two Equitable resident directors in Brooklyn, Edwin P. Maynard and George V. McLaughlin; John Cashmore, president of the borough of Brooklyn; Louis H. Pink, former New York insurance superintendent, with whom Mr. Rose had been associated from 1933 to 1936.

Mr. Rose is a graduate of Fordham and Fordham law school. He served as special counsel in the New York department, later was president of Excess Insurance Company and was executive vice-president of Manufacturers Fire and Manufacturers Casualty of Philadelphia. In 1943-44 he held a navy commission, recently receiving an honorable discharge.

Other speakers were Vice-president W. J. Graham, Mr. Maxcy, and Vice-president Vincent Welch.

Gardiner Agency Promotes Men

NEW YORK—E. J. Allen and H. G. Pratt, assistant general agents, have been advanced to associate general agents of the Harry Gardiner agency of John Hancock here. A. Robert Jacobs, brokerage supervisor, becomes assistant general agent and P. A. Quarto agency supervisor. Their administrative associates are J. D. Murphy, assistant general agent, and Samuel Richberg, brokerage supervisor.

Mr. Allen became an agent in college, selling through the P. F. Clark agency of John Hancock at Boston in 1921. After graduating from Massachusetts Institute of Technology in 1922, he represented John Hancock part time through the Gardiner agency. He became brokerage supervisor in 1927, agency supervisor in 1928, and assistant general agent in 1933. He is past president of the John Hancock and New York City C.L.U. chapters and past vice-president New York City Association of Life Underwriters.

All Are Experienced Men

Mr. Pratt attended Boston University school of business administration, then started in the secretary's department of the John Hancock home office. He became supervisor of one of its largest divisions and sold insurance part time. He joined the Gardiner agency as office manager in 1929 and became assistant general agent in 1933.

Mr. Jacobs entered the business in 1931 as secretary to Fred Woolf, producer of the Gardiner agency. Upon Mr. Woolf's death in 1935, he became agency conservation manager and in

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OSHKOSH, WISCONSIN

1937 was promoted to brokerage supervisor.

Mr. Murphy has been office boy, in charge of conservation and office management and assistant general agent. Mr. Quarto joined the agency in 1936 and has written at least an application-a-week for over four years. He is a graduate of New York City College and is a C.L.U.

The agency led the company last year with over \$90 million of business.

C. A. Fargo Takes Post in Parsons Agency, Chicago

C. A. Fargo has resigned as brokerage manager for Occidental Life of California at Chicago to become associated with the Bruce Parsons Agency of Mutual Benefit Life there. He will act as assistant to James F. Ramsey, general manager of the agency, handling service work in connection with Mr. Ramsey's personal business and he will also specialize in pension trusts and corporation insurance in which fields he is well posted.



C. A. Fargo

Background in Business

Mr. Fargo started in the business with the old Missouri State Life at St. Louis. He was engaged in supervisory work in the accident and health department and traveled extensively. He went to Chicago in 1930 as assistant manager of Missouri State Life. Then from 1935 to 1941 he was associated with Aetna Life as a personal producer. The latter year he joined Occidental Life as assistant manager of the brokerage department and the next year was advanced to manager. He has an extensive acquaintance among brokers and has been a valued consultant.

Diederichsen Is Replaced by Thorne at Los Angeles

Richard H. Thorne has been named manager of American National's branch office in Los Angeles. He entered life insurance in 1938 as an agent for the company and became one of its leading district managers at Salt Lake City.

Last September he was appointed home office agency supervisor and he has been following a managerial training program while working in several western agencies.

L. E. Diederichsen, former manager at Los Angeles, will devote his full-time to personal production.

Stanley N. Randolph, who resigned some time ago as Seattle manager of Occidental Life to acquire an interest in a trucking concern, has returned to insurance and has opened an office in the Dexter Horton building.

SALES MEETS

Conn. Mutual Holds Two Special Conferences

A conference was held by Connecticut Mutual for the Dependables and another for brokerage supervisors. The Dependables consist of those that earn in Connecticut Mutual commissions at least equal to a budget previously established by themselves. There are 223 members of which 22 made the five-year group this year. The latter were eligible to attend the conference.

The three-day conference was under the direction of Richard E. Pille, agency assistant. A dinner was given by President Peter M. Fraser. The conference was brought to a close by Vincent B.

Coffin, vice-president and superintendent of agencies.

The conference for supervisors was the first devoted entirely to brokerage.

Frederick O. Lyter, assistant superintendent of agencies, served as chairman. Guest speakers were Charles E. Genther, supervisor, and Harold J. Ransom, associate general agent of the Fraser agency, New York.

Some of the subjects covered were stimulating production, competition, ideas to present to the broker, underwriting, employee insurance plans, and organizing a plan for the supervisor to follow.

Becker and Whaley Confer with Texas Agents

President Chas. E. Becker and J. V. Whaley, director of agencies of Franklin Life, will conduct a series of agency meetings in Texas. The first session is scheduled at Dallas on May 7 for north central and west Texas agents.

LaPorte Session

A meeting at LaPorte, Tex., on May 9, will be highlighted by a barbecue which Wendell E. Holt, general agent, annually gives for his agency. All Gulf Coast agents will attend.

The trip will culminate in a large gathering of south and southwest Texas representatives in San Antonio May 11.

CHICAGO

POLHAMUS WINS HIGH POSITION

Eugene Polhamius, an experienced general insurance salesman and former agency head of Chicago, in his first full month as an associate in the Dave Dawson agency of Home Life of New York in Chicago, has paid for \$66,000 of new life insurance and taken 11th place for the month countrywide among that company's full time agents. He is selling a high average policy and also a high average premium. Mr. Polhamius for years was in the general insurance business in Chicago with his father Frank M., who operated a local agency. The son was office manager and did production work, also selling life insurance.

REIDY & CO. IN LARGER OFFICE

Thomas J. Reidy & Co., class 1 agency of Chicago and general agent of Girard Life, has moved into larger quarters in 1809 Insurance Exchange. Mr. Reidy has been in the insurance business for 42 years and general agent of Girard Life for four years.

MANAGERS

Problems of Understanding Office Personnel Reviewed

DETROIT—In every life insurance office there are two groups of people, those who supervise and those who are supervised, L. E. Bradahl, assistant manager of Mutual Life in charge of training, told the Detroit-Windsor Life Agency Cashiers Association in his talk on "Understanding the Office Personnel."

Function of Supervisors

The function of those who supervise is to get the job done through others and to get it done willingly and efficiently. Satisfactory relations must be maintained with the higher officials as well as with the employees and the supervising officials must provide the kind of leadership the employees expect. They must be fair, tactful, honest, even-tempered, human and understanding but they must also not be afraid to be firm when the occasion demands firmness.

As to those who are supervised, each is an individual with his own charac-

teristics, and the supervisor must recognize his individuality and learn how best to gain his full cooperation.

The best foundation for good relations in the office between supervisor and employees and between the employees is to get them off to a good start at the outset. In laying a proper foundation, let each worker know how he is getting along, figure out just what you expect him to do and make sure he understands what that is, and point out to him ways that he can improve his work. Give him credit when credit is due, watching for the extra or unusual

performance and complimenting him on it immediately.

People should be told in advance about impending changes that will affect them. If possible, they should be told the why of the change and should be persuaded to accept it. The supervisor should attempt to make the best possible use of each worker's ability, looking for new abilities not now being used and he should never under any circumstances stand in the way of promotion of the worker. Nothing breaks down the morale of the office more quickly than the belief among the em-

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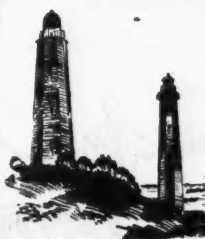
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ployees that the supervisor might attempt to block their promotion.

Austin Cashiers' Round Table

The Austin (Tex.) Life Agency Cashiers Association held a round table discussion of problems affecting the work of the cashier in relations with policyholders and agents. Questions concerning conversion of term policies, the irrevocable beneficiary, and sending out of premium due notices were reviewed.

Review Servicemen's Problems

The San Antonio Life Agency Cashiers Association heard Miss Leone Skelton, Republic National Life, and Mrs. Jean Weber, Connecticut Mutual Life, discuss problems presented in connection with servicemen. It was reported that with few exceptions veterans returning home desire to drop their government insurance. There was a discussion of types of government insurance provided for servicemen and the restrictions as to beneficiaries and payment provisions which may affect the veterans' attitude.

Honor Gross in Minneapolis

A scroll signed by members of the Life Managers Association of Minneapolis

was presented to Louis Gross at a dinner given in his honor. Mr. Gross retired May 1 as general agent in Minneapolis of State Mutual Life to engage in the clothing manufacturing business. A. H. Hiatt, Aetna Life, was toastmaster.

Lorin Hord, veteran general agent of New England Mutual Life, was host to the managers association at a luncheon.

Problem of New Personnel

The problem of inducting personnel was discussed by Robert H. Cherry, assistant superintendent of agencies of Bankers Life of Des Moines, at a meeting of the San Antonio Life Managers Club.

Mr. Cherry stated that when he began his work with 11 agencies, no new men had been inducted in 1942, that new men inducted in 1943 wrote 18% of the business written by these agencies and that in 1944 the business written by these men showed a gain of 45%.

The methods of securing these new men were the old and tried ones of direct contacts, advertising, indirect contacts and through the existing agency organization.

No matter what method is used, he said it is important to impress the prospective agent or the friend who may

suggest his name with the fact that there is an opportunity open to him if he can qualify. He cited the case of a general agent who had been sending out a letter without much result. He added, "There is an opportunity open for the man who can qualify," and results doubled.

Probate Talk in Toledo

Managers and general agents were guests at the April 25 meeting of the Toledo (O.) Life Agency Cashiers Association, at which Raymond D. Baldwin, chief deputy of the probate court, discussed "Probate Court in Operation."

Cleveland Management School

The supervisors club of the Cleveland Life Underwriters Association has completed its agency management school. The course was patterned after the Research Bureau's school and was condensed into 10 weekly sessions of two hours each. Approximately 45 attended.

The school was conducted under the leadership of Harold Hostettler, Reliance Life, assisted by agency heads, all of whom are graduates of the Research Bureau schools.

At the close of the final session the group gathered together for a cocktail party.

the same scale as in 1944 for both the industrial and ordinary departments. A post mortem dividend will be paid for the first time. Limited payment life policies which are fully paid will receive a dividend of \$1 per \$1,000 for ages under 50 and \$1.50 for ages 50 and above.

Conn. Mutual New Juvenile Premiums and Dividends

Connecticut Mutual, which now is writing children down to age one month to six par plans, has announced the dividends payable at the end of the first policy year. Premiums ages 0 to 4 and estimated dividends are illustrated below. Heretofore, this company did not write below age 5 and premiums for ages 5 to 9 may be found in the 1945 Little Gem Life Chart.

Age	Prem.	Dividend End of Years				
		1	5	10	15	20
30 Payment Life						
0.....	\$18.37	\$4.20	\$4.33	\$4.52	\$4.78	\$5.06
1.....	18.48	4.19	4.35	4.53	4.79	5.09
2.....	18.66	4.21	4.34	4.56	4.83	5.10
3.....	18.73	4.21	4.34	4.57	4.84	5.10
4.....	18.77	4.22	4.36	4.59	4.86	5.11
20 Payment Life						
0.....	23.32	4.49	4.71	4.99	5.36	5.77
1.....	23.56	4.50	4.72	5.03	5.39	5.81
2.....	23.85	4.53	4.73	5.06	5.43	5.84
3.....	23.95	4.54	4.74	5.07	5.46	5.85
4.....	24.01	4.54	4.75	5.09	5.47	5.85
20 Payment Endowment at 60						
0.....	25.25	3.90	4.15	4.49	4.90	5.37
1.....	25.39	3.90	4.14	4.49	4.92	5.38
2.....	25.59	3.91	4.14	4.52	4.95	5.41
3.....	25.79	3.92	4.15	4.54	4.97	5.44
4.....	26.05	3.93	4.18	4.56	5.01	5.46
20 Year Endowment						
0.....	49.20	5.22	5.82	6.60	7.52	8.55
1.....	49.37	5.22	5.80	6.60	7.53	8.56
2.....	49.39	5.23	5.79	6.60	7.53	8.56
3.....	49.41	5.24	5.80	6.61	7.53	8.57
4.....	49.44	5.24	5.80	6.62	7.54	8.57
Endowment at Age 18						
0.....	55.19	5.51	6.19	7.10	8.15	9.33
1.....	55.16	5.59	6.41	7.40	8.54	9.80
2.....	55.39	5.91	6.67	7.76	8.97	10.27
3.....	56.27	6.15	6.97	8.14	9.47	10.84
4.....	57.92	6.42	7.31	8.61	10.04	11.51
Endowment at Age 21						
0.....	46.64	5.12	5.67	6.41	7.27	8.33
1.....	49.37	5.22	5.80	6.60	7.53	8.66
2.....	52.31	5.37	5.97	6.84	7.83	9.03
3.....	55.66	5.54	6.17	7.12	8.18	9.47
4.....	59.45	5.71	6.42	7.42	8.57	9.95

POLICIES

Mutual, N. Y., Increases Its Single Premium Rates

Rates on single premium contracts in Mutual Life of New York recently were increased to the schedule shown below:

Age	Life	20 Yr.	25 Yr.	30 Yr.
10.....	\$411.09	\$721.66	\$660.03	\$607.29
15.....	433.32	722.29	661.07	608.87
20.....	458.60	723.18	662.54	611.18
25.....	487.28	724.45	664.72	614.72
26.....	493.46	724.78	665.28	615.66
27.....	499.79	725.13	665.90	616.68
28.....	506.27	725.51	666.58	617.82
29.....	512.92	725.93	667.33	619.08
30.....	519.73	726.39	668.15	620.47
31.....	526.70	726.89	669.07	622.00
32.....	533.85	727.45	670.09	623.71
33.....	541.16	728.07	671.22	625.60
34.....	548.64	728.76	672.48	627.68
35.....	556.30	729.53	673.87	629.98
36.....	564.14	730.39	675.43	632.52
37.....	572.16	731.34	677.15	635.32
38.....	580.35	732.41	679.07	638.40
39.....	588.72	733.60	681.19	641.78
40.....	597.27	734.93	683.54	645.49
41.....	606.00	736.41	686.13	649.53
42.....	614.91	738.07	689.00	653.94
43.....	624.00	739.91	692.17	658.74
44.....	633.27	741.96	695.64	663.94
45.....	642.71	744.24	699.45	669.55
46.....	652.32	746.76	703.62	675.58
47.....	662.08	749.54	708.15	682.04
48.....	672.00	752.60	713.08	688.92
49.....	682.05	755.96	718.39	696.21
50.....	692.23	759.62	724.11	703.90
51.....	702.50	763.59	730.21	711.97
52.....	712.87	767.90	736.71	720.40
53.....	723.31	772.55	743.69	729.17
54.....	733.82	777.54	750.85	738.27
55.....	744.37	782.89	758.47	747.65
56.....	754.95	788.60	766.44	...
57.....	765.55	794.65	774.74	...
58.....	776.14	801.05	783.34	...
59.....	786.72	807.78	792.22	...
60.....	797.26	814.83	801.34	...
65.....	848.78	854.14
70.....	896.62

National of Okla. Issues 20 Pay Endowment at 65

National Life Assurance of Oklahoma City, which changed its name from National Aid in 1944, has added another policy form, a 20 payment endowment at 65. Annual premium rates are:

20 Payment End. at 65							
Prem.		Prem.		Prem.		Prem.	
Age	\$	Age	\$	Age	\$	Age	\$
10	22.55	22	27.83	30	33.00	38	40.26
15	24.42	23	28.38	31	33.77	39	41.47
16	24.86	24	28.93	32	34.54	40	42.57
17	25.30	25	29.59	33	35.42	41	43.89
18	25.74	26	30.14	34	36.30	42	45.21
19	26.29	27	30.80	35	37.18	43	46.53
20	26.73	28	31.57	36	38.17	44	47.85
21	27.28	29	32.23	37	39.27	45	49.17

N. C. Mutual Retains Scale

North Carolina Mutual entered its second dividend year April 1, continuing

Raises Non-Medical Limits

Washington National has liberalized its rates on non-medical business. Limits on male risks 15 to 40 inclusive are increased from \$2,500 to \$5,000. The company points out that the difficulty of securing examinations has increased.

National Fidelity Has Non-Medical

National Fidelity of Kansas City now is writing non-medical from ages 0 to 45 inclusive, male and female. The maximum considered on female lives is \$2,500 all ages; males, ages 0 to 4, \$3,000; ages 5 to 40, \$5,000; ages 41 to



The Home of Complete Protection

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- Hospitalization
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W. T. GRANT
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BUSINESS MEN'S ASSURANCE COMPANY
KANSAS CITY, MISSOURI

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SECURITY

is a simple matter!

With a Bankers Mutual Life contract, tailored to your measure. An Agent's and Policyholder's Company "where the Agent reigns supreme".

Bankers Mutual Life Co.
ESTABLISHED 1907
FREEPORT, ILLINOIS



45, \$2,500. After issuance of maximum under non-medical limits and subsequent medical examination, additional non-medical may be issued not exceeding a total amount of \$20,000.

Golden State's New Policy

Golden State Mutual of Los Angeles is issuing a participating 25-year endowment in the industrial department, based on the American experience, 3% Illinois standard table.

ASSOCIATIONS

Radio Commentator Stresses Value of Insurance

WAUKEGAN, Ill.—A strong testimonial on the value of life insurance was presented by Johnnie Neblett, radio commentator and conductor of the "So The Story Goes" program before the Lake County Life Underwriters Association. Life insurance, he said, gives him confidence, he doesn't wish to trust to luck when it comes to the protection of his family. Bad luck is usually a mental condition created by lack of security, he pointed out.

Mr. Neblett recognizes that people in the entertainment and radio field have a chaotic financial existence. To show why he believes in life insurance he read a clipping headed "Filmdom Great Dies Broke," telling of the bitter end of G. W. Bitzer, pioneer motion picture camera man and inventor who devised many of the procedures used by the film industry today. He also read another clipping of a famous actor who has filed a bankruptcy petition. He also read a letter from a friend soliciting contributions to help the wife and daughter of a fellow radio entertainer who had died broke. This man, he observed could have taken care of the situation himself by listening to an insurance man.

Doesn't Pay to Wait

In stressing the possibilities of losing insurability, Mr. Neblett said that it doesn't pay to wait in buying insurance, pointing out that insurability is good deal like a radio broadcast, once said, it is gone forever. Mr. Neblett said insurance men should recognize the value of the service they are rendering. Actually they are doing the prospect a great favor. People in the entertainment field must recognize that when they have the money they should buy insurance instead of wishing they had the insurance when they no longer have the money or are insurable.

President Nathan Diamond, Connecticut Mutual Life, urged underwriters to aid insurance veterans in seeing that they take full advantage of their National Service Life Insurance as well the provisions of the G. I. bill of rights. Returned veterans who have taken advantage of the soldiers and sailors relief act will have to make arrangements for resuming their insurance payments direct. It is important to give the veterans real service as they will be men with whom life insurance men are going to deal for the next 40 years.

C. J. Wightman, Connecticut General, presented the Treasury department war bond sales citations.

Leonard Doolittle, Aetna Life, introduced Al Bluhm, top producer of Aetna Life's Chicago agency, who introduced Mr. Neblett as his client.

Columbus Congress May 12

The Columbus Association of Life Underwriters will hold its annual sales congress May 12, following the meeting May 11 of the Ohio association. L. L. Lenz, president of the Columbus association, will preside at the morning session. Harry P. Geyer, Western & South-

ern Life, is in charge of arrangements for the congress and will preside at the luncheon, when W. H. Andrews, Jr., N.A.L.U. president, will speak. Mr. Andrews also will speak at a dinner to be given in connection with the meeting of the state council.

Other speakers are Henry S. Stout, John Hancock Mutual Life, Dayton, and John W. Quin, superintendent of agents of the Thomas B. Sweeney agency of Equitable Society at Wheeling, W. Va.

Honor N. Y. Life at Miami

L. Seton Lindsay, vice-president of New York Life, addressed a luncheon meeting of the Miami Association of Life Underwriters that was given for New York Life on its 100th anniversary. Mr. Lindsay has a winter home at Gulfstream, Fla. W. G. Colmery of Jacksonville, agency director of New York Life for Florida, was a guest. A huge birthday cake with brick ice cream was presented to the Miami association by New York Life agents.

Chattanooga Tri-State Parley

Representatives from 14 local associations in Tennessee, Georgia and Alabama held a business conference at Chattanooga opening with a dinner last Friday evening. Business sessions were held Saturday. W. H. Andrews, Jr., N. A. L. U. president, was the principal speaker and the N. A. L. U. was also represented by Wayman L. Dean, Life & Casualty, Jacksonville, trustee. The Chattanooga association headed by John R. Humphries was host at a luncheon Saturday.

John R. Humphries, Provident Life & Accident, Chattanooga, was elected president of the Tennessee Association of Life Underwriters at a meeting of the executive committee at Chattanooga, to fill out the unexpired term of John E. Gilbreath, Reliance Life, Chattanooga, who was compelled to resign because of ill health. However, Clyde R. Welman, National Life, Memphis, was elected to take office at the beginning of the new year, July 1, and Tom Proctor, Northwestern Mutual, Nashville, and president of Nashville association, was elected first vice-president. A second vice-president and a secretary will be elected later.

Cleveland—B. N. Woodson, executive vice-president of Commonwealth Life, will address a noon meeting May 17 on "It's How You Say It."

The Supervisors' Club, under the direction of Harold Hostettler, Reliance Life, is sponsoring this meeting. Mr. Hostettler has also arranged for the club's members and guests to hear Mr. Woodson talk on "Management Today" at a dinner meeting May 16.

New Haven—Dr. Samuel M. Brownell, professor of educational administration at Yale and acting director of Vocational Counseling Service, Inc., was the speaker. He told about the counseling service which is helping veterans to fit themselves for reconversion to civilian life. He told how life underwriters can be helpful in this work. The association is furnished to this association, a life insurance library which will be available for those veterans who have an aptitude for life insurance selling.

Los Angeles—A sales congress will be held May 16. Speakers now are being secured.

Syracuse, N. Y.—Dr. Claude L. Benner, vice-president of Continental American Life, spoke on "Must We Fear the Future?"

He pointed out the many advantages of free enterprise over a planned economy and predicted a trend toward less government control and an easing of taxes on business right after the war, which will start a new business era. Executives of local banks were guests.

Clyde Rogers and Edward W. Shaffer, co-chairman of the seventh war loan drive, reported a good start in the drive.

Kansas City—With a 7 to 1 vote in favor of a sales congress in a mall ball-lot, it will be held May 19. J. Frank Trotter, manager of Mutual Life, is congress chairman. Bert S. Boyd, Northwestern Mutual, is chairman of the morning session with Glen S. Baker, Prudential, and Hilliard Hughes, New York Life, as vice-chairmen.

Lester O. Schriver, Aetna Life, Peoria,

Ill., N.A.L.U. past president, will speak at the luncheon.

At the last luncheon meeting of the year, Dr. Herold S. Hunt, superintendent of schools, spoke on "Education—an Investment in People." Three members of the board of education were guests. The educational committee of the association has been working with Dr. Hunt and the board of education on a program of life insurance courses for high school juniors and seniors.

Camden, N. J.—A dinner-meeting will be held here May 10 to organize a local association.

The meeting has been called by President F. Leroy Garbrant of the New Jersey association and a number of officers of other New Jersey associations will attend.

There was an association here a number of years ago, but the members gradually joined the Philadelphia association and the local association eventually was dissolved.

Toledo—Hilbert Rust of R. & R. Service spoke at the April meeting. Ninety-

five attended. William G. Adams, Aetna Life, presided, and the speaker was introduced by John A. Hill, Aetna Life.

Two returned servicemen, Lester Haring, New York Life, and Clair H. Burger, Western & Southern, were presented.

Springfield, Mass.—W. Rankin Furey, vice-president and director of agencies of Berkshire Life, addressed a luncheon meeting Wednesday on "Selling Life Insurance in Today's Market."

Green River, Ky.—Thomas P. Cusack, Evansville, Ind., manager Metropolitan Life, spoke on "Building Prestige" at a meeting in Owensboro.

Montana—The plans for a two-day state meeting and sales congress at Great Falls have been called off due to the ODT regulations. A business meeting for officers and delegates from each local association may be held.

Gary, Ind.—Walter Pickart spoke on his hobby, curious and famous wills. The membership chairman reported an increase of 18 over a year ago.

Marion, Ind.—E. R. Blackwood, mana-



40th

ANNIVERSARY

Significant 1944 Accomplishments

Insurance in Force.....	\$1,243,286,039.00
Gain over 1943	\$119,645,529.00
Total Assets	148,239,724.44
Gain over 1943	\$19,039,720.64
Total Income	38,076,312.73
Gain over 1943	\$3,609,005.81
Paid to Policyowners since	
Organization	131,491,595.63
Surplus Protection to	
Policyowners	19,523,666.59
Increase over 1943	\$1,336,733.07

OVER A BILLION *Now* \$1,250,000,000 INSURANCE IN FORCE

American National INSURANCE COMPANY

GALVESTON, TEXAS - W. L. Moody, Jr., President

A Look at the Record

For forty-four years, through wars, epidemics and depressions, the Home Life has continued its successful operations;

Every liberal practice consistent with safety of policyholders' funds has been adopted;

Insurance protection at guaranteed low cost has been provided to its policyholders;

Every eligible member of the family can secure a policy for every purse and purpose with premiums payable weekly, monthly, quarterly, semi-annually or annually to suit the policyholders' convenience.

THE HOME LIFE

INSURANCE COMPANY OF AMERICA

Executive Offices

PHILADELPHIA, PA.

President: Daniel J. Walsh

Secretary: Bernard L. Connor

Treasurer: Charles T. Chase

SECURITY AND SERVICE SINCE 1899

ger of Metropolitan Life, Indianapolis, spoke. He is a recognized authority on contract bridge, having originated the Blackwood system of bidding.

Buffalo—Four new directors will be elected at a luncheon May 17. Past presidents of the association will be honored. Harrison L. Amber, president of Berkshire Life, will speak.

Pittsburg, Kan.—Clyde Braden, Equitable Society, Independence, who recently returned to civilian life after serving with the army in the European theater, was the speaker. A retired officer, Mr. Braden had also served in the former war.

A report of the setup for the Seventh war loan drive was given.

Kansas—Independence has been selected for one of the district meetings. Rufus Daggett, New York Life, heads the committee on arrangements. Among the speakers will be Pendleton Miller, New England Mutual, Topeka, a vice-president of the Kansas association; President Harold Lunsford, Farmers & Bankers, Emporia, and Elmer Moore, ace producer of New York Life, Wichita, and a past president of the Wichita association.

Des Moines—Jack Shelley, news editor of radio station WHO of Des Moines, who recently returned from the western European front, spoke on "Four Months of War."

Parkinson Ceremonies Curtailed

The usual luncheon meetings and other sessions at New York, Chicago and San Francisco following the annual Par-for-Parkinson campaign for Equitable Society during April, will not be held this year. The usual prizes for agents, agencies and units will be awarded with local ceremonies throughout the country.

E. M. Lundien of Webster City, Ia., a salesman of Bankers Life of Des Moines 25 years, died at the home of his daughter at Ottumwa, Ia.

ACCIDENT

Effect of Conn. General Air Cover Move Is Studied

The liberalization of personal accident policies, such as that recently announced by Connecticut General Life, in respect of aviation exclusions is not likely, it is believed, to decrease the market for the special foreign travel accident insurance that is being featured particularly by Continental Casualty and Indemnity of North America.

Connecticut General in its announcement stated that in the liberalization of its aviation exclusion it does not intend to offer the cover primarily for aviation accidents or to cover some specific trip or hazard. "The company," the announcement states, "is liberalizing the aviation coverage because it is anxious to offer the broadest possible protection against accidents of all kinds as part of the policyholder's permanent insurance program." Thus it is indicated that Connecticut General is merely improving the coverage under its regular line of accident policies and is not making a bid for special coverage for those that expect to engage in foreign travel including the use of airplanes.

Those going abroad are attracted by the idea of supplementing their disability protection during the period that they are subject to exceptional hazards and also employers frequently are eager to provide such additional protection for employees that are going abroad on corporation business. For this special purpose a policy devised particularly for foreign travel is likely to have a con-

tinuing appeal even though the A. & H. insurers generally improve their regular accident coverage along the lines of Connecticut General. That company provides coverage while the assured is riding within the bounds of the mainland of North America as a passenger in any powered civil aircraft of U. S. registry having a valid and current certificate of airworthiness and operated by a duly licensed pilot. Also coverage is provided while riding anywhere in the world as a fare paying passenger in a passenger aircraft owned and operated by an incorporated passenger carrier on a regularly scheduled passenger trip over its established air route.

This extension of coverage shall not apply to the double, triple or quadruple indemnity, if any, specified in the policy.

The market for special foreign travel policies is brisk at this time and it is expected to become even more active after the war is over and commercial airlines start operating again in Europe. Quotations are being made these days for newspaper correspondents, economic experts, congressional delegations, etc. Most of the flying is done as passengers in military planes since there are few commercial airlines operating these days outside the western hemisphere except in India and Africa.

The effect of the Connecticut General liberalization is likely to be less pronounced in the field of special foreign travel policies or those issued primarily on account of the flying risk, than it is in the regular commercial accident line. Connecticut General's action is being studied with the utmost interest by A. & H. insurers. Some of the companies had been contemplating making such an improvement as Connecticut General has made, but had intended to use the endorsement plan and make a change. However such programs are now being reconsidered.

Two Continental Casualty Divisions Are Now Writing Over-age Hospitalization

Both the disability and intermediate divisions of Continental Casualty's accident and health department are now writing over-age hospitalization and miscellaneous expense indemnity for men and women 60-80.

The new senior hospital indemnity policy of the disability division, of which H. J. Couture is acting superintendent of agents, provides full benefits for as long as 30 days, with no riders. It provides \$3, \$4, or \$5 per day for hospital room, plus four times daily indemnity for miscellaneous hospital expense. Benefits up to \$170 are payable for each disability, with no limits as to number of accidents or sicknesses covered in one year.

As previously announced, the intermediate division, Armand Sommer manager and superintendent of agents, is extending hospital protection for men and women to age 74 through an age extension rider. Under this plan it is possible to secure up to \$10 per day for hospital room and miscellaneous expense, together with up to \$1,000 for accidental death and dismemberment. The intermediate division has been writing income protection for male risks up to age 70 for several years.

R. R. Ticket Line Sets Record

The railroad ticket personal accident line last year produced the largest premium volume of any year in history and so far this year the premiums exceed those of 1944. The increase in business coupled with the personnel shortage taxes the ability of the insurers to furnish supplies to the agents and to provide the accustomed service.

Midwest Writes Hospitalization

Midwest Life of Lincoln, Nebr., is entering the hospitalization field. It will issue two policy forms, one for family groups and the other for individual men and self-supporting single women. Riders providing reimbursement for

doctors' bills or surgical operations may be added for an extra premium.

Launch Cleveland Medical Mutual

Medical Mutual of Cleveland has been licensed in Ohio to write medical and surgical cover. It is closely allied with Cleveland Hospital Service Association. It starts with contributed surplus of \$76,000.

"Reader's Digest" Prints Jenkins' Tips to Veterans

The May "Reader's Digest" contains an article, "Before Starting Your Own Business," by W. R. Jenkins, vice-president of Northwestern National Life. This article is condensed from "Forbes."

Mr. Jenkins here gives hardheaded advice to returning servicemen who are considering taking advantage of the G. I. bill loan provisions to set up business for themselves. Mr. Jenkins outlines some of the problems that the operator of a business encounters and suggests certain questions that the veteran should consider before taking the plunge.

One of those questions is whether he is prepared to make heavy personal sacrifices, whether he expects that being in business for himself will be a bed of roses, whether he has enough capital of his own without borrowing; whether he should take a job, save every penny and make a try after he has saved adequate capital; whether he has the know-how or means of getting know-how quickly; whether he should first go to school or seek a job to get experience; whether he has an idea for a thing or service that is badly needed; whether he is in a place where many people need it or whether he should search for a better idea.

Those questions, Mr. Jenkins concludes, "don't suggest that you should forget the idea of getting into business for yourself. Never give up that idea. Fight for it, work for it and eternally search for the spot which provides the right answers to these questions. Then take the big step."

Returned Serviceman Writes Big Volume of Business

Army life trains personnel to do a good day's work and do it well, according to Leon Michon, John Hancock district agent at Meriden, Conn., who in the year since his return from service has written \$380,000 combined ordinary and \$73.73 weekly premium and monthly debit ordinary increase.

Mr. Michon celebrated his induction into the army by writing \$50,000 ordinary in two weeks. Before entering the service he covered a John Hancock debit in his home town of Wallingford. On his return he set out on a debit in Meriden, 10 miles away, where he was a total stranger.

Sylvester M. Murano, district manager, believes time control is one of the most important elements in Mr. Michon's success. His collections are made regularly on the debit at the same time and on the same day so that all the people know when to expect him. Each day he collects up to about 1 p. m. and devotes his afternoons to detail work, conservation calls, prospecting and canvassing. From 4:30 to 8 his full time is devoted to sales. Each call is planned and prepared, with all the visual sales equipment for the particular case arranged.

Senator's Widow in Insurance

Mrs. Martha M. Maloney, who last winter took over the insurance agency in Meriden, Conn., left by her husband, the late Francis T. Maloney, U. S. Senator from Connecticut, is in Hartford attending the home office school for life and accident insurance agents conducted by Travelers. Her son, Robert, is attending the school for casualty agents and will become a member of the agency with his mother. He recently completed three years of active service with the coast guard.



One of America's Leading Fraternal Life Insurance Societies

AID ASSOCIATION for LUTHERANS APPLETON, WISCONSIN

WHAT PRICE PROFESSIONAL STATUS?

In this space the question, "Is Life Insurance Selling a Profession?" has been considered from several angles. Whether generally so recognized or not, it enjoys professional status according as the practitioner thereof has equipped himself by study and training to render service of professional excellence.

LIFE Insurance Company of VIRGINIA

Robert E. Henley
President



Home Office: Richmond
Established 1871

Mass. Mutual New Compensation Plan

(CONTINUED FROM PAGE 1)

reduced rates and for the eleventh and subsequent years of retirement these credits will be fixed for life at their then level.

If an agent's claim for total and permanent disability has been approved, his "career contract" will terminate and if at that time he has been under full-time contract for 10 or more years, he will be eligible for disability persistency credits. These will be computed the same as retirement persistency credits and become fixed after 10 years of disability. Such credits will cease upon recovery or upon failure to furnish proof of continuance of disability, except that after attainment of age 60 they will be payable whether or not disability continues.

Terminate Upon Death

All persistency credits terminate in any event upon death.

Agents under the plan apply for participation in the contributory plan, which will commence with the effective date of the "career contract" and continue as long as the agent continues his association with the company under the contract.

Each participant will contribute monthly 3% of the total amount received during the month in commissions, active persistency credits, and any service fees payable to him on business placed with Massachusetts Mutual. The first contribution will be in the month of the effective date of the "career contract," provided the participant has been under a full-time contract for two continuous years immediately prior to such effective date. The first contribution by other participants will be made in the month immediately succeeding the date when two continuous years of service under a "career contract" have been completed, this two-year period being reduced by the duration of any full-time contract in effect immediately prior to the "career contract."

The normal retirement date will be 65 except in the case of present agents entering the plan between ages 55 and 60, in which the normal retirement date will be age 70. Optional retirement will be allowed from ages 60 to 70, provided there has been 10 full years under "career contract."

Purchase Annuity

Upon retirement, the accumulated sum of contributions, including compound interest, will be applied to purchase at net annuity rates a monthly normal retirement income payable until death. Certain options are made available. In addition, the company will pay a monthly life annuity, ceasing upon death.

Upon retirement or upon becoming totally and permanently disabled after 10 years of full-time service, the agent may become entitled to past service credits in connection with business written by him prior to the effective date of his "career contract."

Disability Benefits

The contributory plan also makes provision for certain benefits in event of total and permanent disability, and in event of death prior to retirement. In event of termination of the "career contract" for any reason other than death or total and permanent disability, benefits will be paid as provided in the contract.

WANTED ASSISTANT MANAGER

Man who can qualify as Assistant Manager for Minneapolis and vicinity by one of the leading companies long established in that area. Applicant must have good record as a personal producer and be sincerely interested in the development and training of new men. Salary plus commission basis with future guarantees based on performance. Our own organization has been informed of this ad. Reply fully in confidence. Address B-54, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

O'Mahoney Is Featured at Boston

(CONTINUED FROM PAGE 1)

We are living in an era of organization, and services, instruments and commodities are capable of production only by huge aggregations of men and capital.

The ramifications of reinsurance prove that insurance, like almost every other branch of economic life, is organized in some aspects on an international basis.

Function of Government

The function of government is to make certain that organized enterprise is conducted in the public interest. It is not the function of government to direct business. This is the difference between regulation and control, the misunderstanding of which gives rise to most conflicts between government and business. There must be regulation of all business in the public interest, but regulation should not be confused with control. The controversy which raged recently in Washington over the question as to whether insurance should be granted a complete exemption from the anti-trust laws was one which was made unnecessarily difficult because of this confusion between regulation and control. Those who objected to a complete exemption were guided, not by the desire to seize power for the government to control insurance but by a desire to protect the public in the national and international aspects of insurance from the effects of wholly unregulated activities by organizations which in the very nature of things were carrying on business in a field completely beyond the jurisdiction of the states.

Definite and fixed responsibility must be established toward the public in the organizations which carry on our economic life.

"If a huge business which operates from coast to coast undertakes to say that it knows what is best for the people and wants no interference by government, it is taking exactly the same line as that which would be taken by a nation which would say that it wants no interference by a league of nations to limit or regulate its activities in international affairs."

Cites Moratorium Law

"The moratorium law which exempts the insurance industry for a limited time from the federal prohibition against combination in restraint of and conspiracies to monopolize trade, extends to the states and to insurance industry the opportunity to write a new rule of responsibility towards society upon the part of an industry which every realistic observer knows is no longer circumscribed by merely local responsibility."

The moratorium should not be used to escape responsibility. That would be an end which cannot be achieved and would be a program which would produce only chaos. The government and business can work together for the good of all.

"If we are going to do away permanently with the causes of war it will be necessary for us to find the way by which government and business can work together for the benefit of all."

"I know of no business more ideally suited to show the way than insurance, for the very basis of this industry is the protection of the personal and property rights of individuals."

"You write policies on the lives of bread winners, you write policies on the homes of the people, therefore no one ought to know better than you that if the people are not secure in their persons and in their homes, there is no security for business."

"I look forward confidently therefore toward loyal cooperation between the insurance industry as a whole and gov-

ernment in showing this nation how a rule of public responsibility can be established by careful and thoughtful legislation which by protecting the people from possible abuse will strengthen the insurance industry and keep it free.

"If we have wise regulation we will not need control but if we evade regulation then all recent history here and throughout the world demonstrates that control will be inevitable."

Problem Arises Under New Juvenile Law in N. Y.

(CONTINUED FROM PAGE 1)

termining excess insurance whether the limitation of the new section for ages 4½-9½ continues until age 14½ or whether the 50% limitation previously in effect between ages 9½-14½ applied

to the amount of life insurance owned by the parent or applicant on the date of issue. The attorney general said the test applicable to a policy previously issued in determining whether there is excess insurance after a child attains 9½ is the 50% limitation of the coverage owned by the applicant. He pointed out the same question would have existed previously with respect to the excess insurance on a child before it had reached 9½, but where the coverage did not exceed 50% of the applicant's life insurance.

**Please Mention
The National Underwriter
when Writing to
Advertisers**

OPPORTUNITY

The Pan-American Life Offers:

- *A complete line of Policies on Participating and Non-Participating Plans.
- *One of the most liberal Agency Contracts in America—Commissions plus cash allowances.
- *A Recruiting Plan and Special Training for New Fieldmen.
- *A New System, relieving General Agents from detailed Agency Accounting.
- *Attractive and Effective Sales Aids and Policy Illustrations.
- *Prospects for Insurance furnished through a Proven System.

Correspondence invited with men not at present connected.

Address:

CHARLES J. MESMAN, Superintendent of Agencies

Pan-American Life Insurance Company
New Orleans, U. S. A.

CRAWFORD H. ELLIS EDWARD G. SIMMONS
President Executive Vice-President

It would be a courtesy to the NATIONAL UNDERWRITER if you will mention the name of this publication when replying to the above advertisement. Pan-American Life Insurance Company.

DOCTOR'S ORDERS

Any good Industrial or Ordinary Agent who has been advised by his doctor to locate in Colorado or New Mexico because of his health or that of some other member of his family, will find a ready-made opportunity awaiting him in the Industrial or Ordinary Departments of this Company.

If you are facing this situation, please write to us for particulars and general information.

GUARANTEE RESERVE LIFE INSURANCE COMPANY
Fort Collins, Colorado

Prospects for German Insurance After the War

"The Review" of London in an issue several months ago makes some interesting comments on the present insurance situation in Germany. The "defense economy" of the Nazis provides as backing for their currency neither gold nor, as claimed by the Germans, productive labor, but merely the armed forces of the Reich, "The Review" points out. Once these are beaten, chaos may again set in as it did in 1923.

So far the position of German insurance on the surface has not been too bad. German insurance people have profited from the lessons of 1923.

1923 Experience

Even life insurance, the branch most vulnerable to a currency collapse, should on the face of it be able to weather the storm better than in 1923, "The Review" states. The final revalorization plan which was approved by the state insurance supervision in 1930 showed revalorization quotas ranging from 9% for the Hamburg-Mannerheimer to 34% for the Zurich. The Stuttgarter-Allianz revalued its policies to 17½%. This was much better than the bank depositors fared.

Previous to 1923 life companies were not permitted to buy house property except under foreclosure, and it was not until 1923 that they were permitted to invest up to 25% of funds in real estate, against an average of only 3% previously. Before inflation something like 80% of funds were invested in mortgages, but since then 80% may be invested in property, shares and short term bonds.

Effect of War Securities

Much will depend now on the extent to which the companies have been able to invest in interests which will survive an inflation, and how much the companies have been forced to demonstrate patriotism by investing in war loans. A statement of six months ago placed this investment at Rm. 4,000-million, the value of which may now be problematical.

Even the total mobilization of March, 1943, made so severe inroads on insurance companies' staffs, particularly agency forces, that new life business on the average has fallen as much as one-half, and new 1944 business may not have been able to keep up with lapsation and the increasing number of war casualties. The increasing mortality must be a real headache for the Germans, especially as the population is reported not to be in too good health. A third difficulty is the falling interest level and the prospect of a cheap money market for years to come.

On the whole, German companies have not been working so much abroad

as British companies. They have however to some extent penetrated European markets since most of those of the European countries were overrun. It is believed that they hold share interests in quite a number of continental insurance companies, directly or through dummies. These share holdings will probably be forfeited when the war is over. "The Review" states that there probably will be no objection to German participation in European business after the war once the currency is stabilized, "though we should certainly like to see the German hold on continental reinsurance business broken and greater allied participation in the reinsurance business of the allied nations."

Some form of state capitalization may be necessary, and conditions can be foreseen which would accentuate a drift toward public insurance if not complete nationalization in Germany.

Pension Trusts Scored by Labor Editor

WASHINGTON—Discussing "more corporation shenanigans" in the United Mine Workers "Journal," K. C. Adams, its editor, writing under the nom de plume, "Uncle Bill Fact Finder," says:

"Every day a new report comes of a corporation putting into effect a new retirement-and-pension plan for its big executives. Hundreds of millions are being hoarded in pension-and-retirement funds for the big bosses. Some provide annuities, some just plain pensions. But in every case, the corporation can deduct its contributions to the pension fund from the corporation's income taxes. This makes it harder to finance the war and requires that the workers buy more bonds or pay higher taxes. The corporation wins; the people lose. And the Big Business boys win, too.

Reduces Income Tax Now

"By taking a pension or annuity to be paid in the future, instead of a salary paid now, the corporation boss has less personal income tax to pay. Later, he may have to pay income tax on his pension but not at so high a rate as the larger salary would impose on him. And there is always a chance that some post-war administration will cut income taxes very sharply after the war, as was done after the last war.

"So many big corporation executives—including Louis B. Mayer of Hollywood, highest-paid salaried man in the United States—are actually taking big salary cuts and, in exchange, accept from the corporations they manage a big pension to be paid after retirement. As they fix both the age of retirement and the amount of the pension, this is a perfectly lovely arrangement for them.

"So great has become the drain on the U. S. Treasury from this tremendous growth of corporate pensions that

U. S. Senator Taft of Ohio is considering an amendment to the tax laws to plug up the loophole through which so much of the excess war profits are escaping the revenue men."

Insurance Work of Army Extensive in Two Agencies

WASHINGTON — Allotments from the pay of members of the armed forces to take care of commercial and National Service Life Insurance policies are handled in somewhat similar fashion, although the work is divided between two separate government agencies.

The army office of dependency benefits, headed by Gen. Harold N. Gilbert, handles allotments for payment of premiums on commercial life insurance. This branch operates from the Prudential building, Newark. The soldier makes out a simple form providing for an allotment from his pay. That amount is deducted and about the first of each month a check goes out from Newark to the insurer.

All that work, as well as the handling of allotments to pay for National Service Life, comes under the general supervision of the director of fiscal affairs, War Department.

The army finance division has turned much of the work of administering National Service Life over to the Veterans bureau.

Robert Maclellan in Charge

Maj. Robert Maclellan, vice-president Provident Life & Accident, heads the finance allotment section, army finance division, housed in temporary building X, here. Assisting Maj. Maclellan is Capt. Norman Martin, Worcester, Mass., insurance man, among others.

The army makes deductions from soldiers' pay allotments for National Service premiums, notifies the Veterans Administration and turns the money over to the latter by bookkeeping transaction. The money goes to the credit of the National Service Life fund.

Records are kept by Veterans Administration on National Service Life through an extensive system of punch cards. These are understood to contain details about the individual soldier, his service, insurance status, allotment for insurance purposes, amounts paid or collected, dates, etc. There are millions of these cards.

I. B. M. machines are understood to be used largely in handling these cards and keeping records. Some of these machines are very ingenious. For instance, one is understood to have been built at Newark that measures or weighs outgoing envelopes containing allotment or allowance checks so accurately that if by any chance an envelope comes through without a check, it is automatically thrown out.

Cummings Discusses Need of More Salesmen After War

KANSAS CITY—At the second of a series of conferences sponsored by the Advertising & Sales Executives Club here to present plans the Committee for Economic Development has devised through the National Federation of Sales Executives on the training of post war sales personnel, Harold J. Cummings, vice-president of Minnesota Mutual Life, and chairman of the federation, was the principal speaker. J. C. Higdon, vice-president Business Men's Assurance, presided.

The enormous need for distribution after the war, Mr. Cummings said, will mean an increase in number of salesmen required, probably 11,500,000 compared with 7,000,000 men in sales work before the war, whose ranks have now been reduced to 4,500,000. Mr. Cummings emphasized the importance of careful selection and training and reviewed experience with the Sales Research Bureau's aptitude index in selec-

tion of men. He spoke of the huge waste in time and money in training men not particularly suited to the sale of insurance, and said without proper selection and training, no compensation plan would produce desired results.

Metropolitan's Reports on Results in 35 Years of Health Service

Metropolitan Life's health campaign started 35 years ago in the United States and Canada has been responsible for a gain of nearly 17 years in average longevity, according to Dr. D. B. Armstrong, third vice-president in charge of the welfare services.

The four-point program adopted in 1909 sought to better the health of all the people by improving the health of the wage-earning populations as represented by the company's industrial policyholders. The four points were education, research and demonstration, nursing care, and cooperation with other agencies interested in improving public health. In 1911, expectation of life at birth of the industrial policyholders was 46.6 years; it has increased until in 1943 it was 64 years. In the same period, expectation of life at birth of the general population of the United States, which in 1911 was nearly seven years greater than that of the insured group, has gained only 11 years, and is now about on a level with that of the insured group.

In the 35 years, more than 1,275,000,000 pamphlets on health conservation, disease and accident prevention have been distributed; company health and safety films have been viewed by more than 129,000,000 persons, and over 93,975,000 visits have been made by visiting nurses to homes of policyholders.

Research and demonstration also were carried on. In a seven-year demonstration it was proved an American community can radically reduce its tuberculosis death rate by detection, prevention and treatment. It also was showed that infant mortality can be reduced in a community by educating mothers in modern methods of maternity and child care. Other successful studies were carried out on influenza-pneumonia and silicosis.

The tuberculosis death rate among policyholders dropped 82% in the 35 years; typhoid fever nearly 100%; diarrhea and enteritis, about 84%; measles, scarlet fever, whooping cough and diphtheria are now nearly eliminated as major causes of death among children; and heavy declines have occurred in the death rates for appendicitis, and notably for pneumonia, especially since 1936, after the development of pneumonia serum and discovery of sulfa drugs.

Conducts Home Office Course

Connecticut Mutual Life is conducting a training course at the home office, the seventh of its kind held in recent years and one of four scheduled for each 12 month period. Sixteen agents are attending. The course is designed especially for agents without experience and covers such fundamental subjects as principles of life insurance, policy contracts, salesmanship, business efficiency and general background. Officials of specialized departments will cover subjects in their fields. V. B. Coffin, vice-president and superintendent of agencies, is in general charge, with active management by R. E. Pille, agency assistant, assisted by E. C. Andersen, educational director, and F. O. Lyter, assistant superintendent of agencies.

A. C. Pfaff, partner in the Griffin, Ingram & Pfaff agency of Equitable Life of Iowa in Chicago, has completed 1,250 consecutive weeks of production. His record is exceeded only by Ben Bloch of Peoria, Ill., in the Equitable's One-a-Week Club. H. G. Shupe of Frostburg, Md., C. H. Garrison of Mansfield, Pa., and A. Ross Smith of Kokomo, Ind., have passed the 600-week mark.

Lutheran Mutual Life Insurance Company

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Liberal commissions, both first year and renewal, service fees and social security benefits to those who qualify.

If you are a Lutheran, agency openings may be available in your immediate territory.

FRATERNALS

Fraternal Week Observance Expected to Set Record

Governors of many states and mayors have issued proclamations setting May 20-26 as National Fraternal Week, and preparations for the annual observance are nearing completion in a special committee of the National Fraternal Congress of which H. L. Rosenblum, editor of *Woodmen of the World Life*, Omaha, is chairman. It is anticipated the observance on a nation-wide basis will set an all-time record for activities and societies, individuals and state congresses participating.

All indications are that state congresses, societies and their local lodges are preparing to cooperate energetically. Many societies' publications have carried the proclamation by Farrar Newberry, W. O. W., Omaha, N. F. C. president. The slogan for the week is "Protection for You in War and Peace."

In contrast to other years, the Fraternal Week committee has not attempted to suggest the type of program to be held by the state congresses and local lodges other than that each program be a public event and include a reading of the official address prepared by high chief ranger of Catholic Order of Foresters and past president T. R. Heaney, National Fraternal Congress, and another speaker to boost the sale of war bonds. It will be the first time the societies will make a unified effort in behalf of a patriotic project, the seventh war loan campaign.

The story of fraternalism and its advantages will be presented in many programs.

N.F.C. Executive and Law Committees Meet

The executive committee and the law committee of the National Fraternal Congress met at the headquarters office in Chicago last week. Present from Omaha was Farrar Newberry, N.F.C. president and head of the Woodmen of the World Life, who presided.

Both committees took up the matter of efforts to tax societies by various states; considered other legislative bills that have been filed in the state legislatures and Congress, and especially the U.S. Supreme Court insurance-is-commerce decision and the moratorium bill passed by Congress shortly afterwards intended to give the insurance business a breathing spell and opportunity to adjust itself to the new concepts.

Foster F. Farrell, N.F.C. manager, reported to the executive committee on

Florida Results for Fraternals Reported

Fraternalists wrote \$4,424,034 in new business in Florida in 1944, insurance in force totaling \$33,652,168 on Dec. 31. Figures by societies follow:

	New Business \$	In Force \$
Acme Life, Ga.....	523,500	1,830,000
Aid Assn. for Luth....	13,519	212,848
Amer. Woodmen, Col....	320,484	2,161,461
First Natl. Life, Ga....	104,000	1,193,141
Gr. Beneficial Un., Pa.	1,317	32,317
Hungar. Ref. Fed., D. C.	13,000
Jr. Ord. Unit. Am. M....	33	77,545
Knights of Columbus....	58,000	906,655
Maccabees	400,538	2,182,759
Modern Woodmen.....	544,941	3,582,807
Polish Natl. Alliance....	2,100	25,500
Prætorians	63,500	970,061
Preferred Life, Ala....	21,500	181,000
Royal Arcanum.....	17,000	129,895
Royal Neighbors.....	202,500	2,389,431
Security Benefit, Kan....	5,600	272,249
Slovak Gymnastic, N. J.	26,650
Sons & Daugh. of Levi	25,350	61,750
Teachers Protec., Pa....	500	100
United Com. Trav....	640,000	2,825,000
United National, Ga....	63,500	283,000
Woman's Benefit.....	63,025	805,424
Woodmen Circle.....	391,861	3,521,546
W. O. W., Neb.....	1,010,866	9,913,628
Workmen's Circle.....	13,900	57,600

activities of his office, and especially his work in handling the heavy grist from the legislature. He has maintained a comprehensive bulletin service to member societies, digesting bills which might affect them and reporting any action taken in committee or on the floor.

Truman Also Royal Neighbor

President Harry S. Truman, it develops, in addition to being a veteran member of Modern Woodmen also for 32 years has been a member of Royal Neighbors of Rock Island. He is affiliated with Olive Branch camp 4321, Grandview, Mo., which he joined March 11, 1913, when he was a resident of Grandview. In his application for benefit membership he listed his occupation as farming. An article in the June issue of the *Royal Neighbors* magazine will honor President Truman.

Slavonic Benevolent in N.F.C.

Slavonic Benevolent Order, Fayetteville, Tex., has been admitted to membership in the National Fraternal Congress. The society is 48 years old and operates only in Texas.

SALES IDEAS OF THE WEEK

Selling to Friends Told by Foley

Natural prospecting—the selling of friends, their friends and acquaintances—is necessary for life agents to remain in the business, Timothy W. Foley, general agent of State Mutual in New York, told the Chicago sales congress. He said his experience and studies made by his company and the Sales Research Bureau show 70% of sales are made to people with whom there is some degree of acquaintanceship; either the agent is acquainted with the prospect or with a friend of the prospect.

"It is obvious that a program for becoming favorably known to people is of great importance to the agent," he said. "He needs to convert strangers into friends, and if he can do it prior to the sale, so much the better. Friends are not made in a day, nor with a single communication. Friendship in business is a slow process, but a sure one." He said that friendship multiplied becomes good will, and that is a most important factor for agents. It is "collective friendship."

Mr. Foley places no faith in the objections commonly heard to soliciting friends that the agent does not wish to take advantage of a friendship to force business on a friend; or that the agent will let his friends know he is in the business but let them make the advances if they want insurance; or that the agent fears his friends will resent being approached, especially in the beginning. In most cases if the agent were selling something other than life insurance he would not have these scruples or fears, Mr. Foley said. "What a commentary upon our marketing methods! Here is an absolutely unique form of financial service for which there is no substitute under the sun and something which almost everyone in the world needs."

Friendly selling is fun, without tension, he said. It is not for the purpose of getting orders but to improve the conditions of those who buy. Mr. Foley does not like pressure selling. With friendly selling come poise, loss of fear, eager relish for the work and a conscious power.

"Frankly, I don't think I am a good friend unless I do approach them regarding their life insurance. If a good friend of yours died and left no life insurance to his family, would you boast that you did not do business with your friends?"

Two Daily Approaches

Mr. Foley uses two approaches every day in prospecting among friends: "Do your policies contain the common disaster beneficiary clause?" and "do you know what the nonforfeiture options in your policies are? Is it paid-up life insurance or extended life insurance?" These arouse interest and cause the asking of questions.

In addition to friends, agents must continuously extend their acquaintanceship. Clientele building is the greatest repeat order business there is, he said. Selling a friend a life policy causes him to go to work for the agent. Mr. Foley finds prestige building very important.

Prestige takes a life agent out of the ranks and makes him a trusted friend. To build prestige, he recommended: (1) Belong to the life underwriters association and be active; (2) watch your personal appearance; (3) spend some money on good advertising; (4) own ample life insurance; (5) cultivate influential people and travel with successful people; (6) secure testimonial letters from your clients; (7) be proud of the institution of life insurance; always be positive and dignified about life insurance.

Visual Selling Devotee

Mr. Foley is strongly sold on visual selling. He does little talking but largely displays material and lets his friends talk. "In my opinion, a good visual sales kit is the backbone of an organized sale. It makes an agent's story five times as clear as anything he might point out." He said no sales talk will command 100% of a prospect's attention but a good illustration or chart will do so. The agent must show life

insurance in action. Every other salesman shows his samples or pictures of what he has to sell. Sight is the most important avenue to the mind. "I say to you use your pencil freely when explaining life insurance. The mind is busy with what the eye sees, and a moving pencil is a powerful magnet."

As visual aids Mr. Foley employs a life insurance questionnaire book whose purpose is to help the prospect to plan disposition of his life insurance estate, and which contains pictures, questions and other material and data; programming information, material on estate planning and testimonial letters; album book with pictures of children who are beneficiaries under life policies; album containing pictures of juvenile policyholders; display of juvenile life policies on his son Timothy A., 12 years old; display of his own life insurance, especially paid-up policies.

Introduce Mutual Life Newcomer to Chicago

A. E. Patterson, executive vice-president of Mutual Life, will be host at luncheon Friday to members of the Chicago General Agents & Managers Association. He will be accompanied by other head office executives. The invitation states that at that time a "newcomer to Chicago" will be introduced and that has excited much curiosity in the city.

Ohio G. I. Loan Bill

COLUMBUS, O.—The Ohio senate insurance committee has recommended for passage a bill which would permit domestic life companies to make G. I. loans.

The Guertin mortality bill has been referred to the house insurance committee.

Annual statements are fully analyzed in the *Unique Manual-Digest*. \$6 from National Underwriter.

1878



1945

FRATERNAL WEEK

The President of the National Fraternal Congress of America has proclaimed May 20 to 26, 1945, as FRATERNAL WEEK.

Through the united efforts of all fraternal societies will be shown the complete protective and fraternal service offered the public.

Every effort will be made to cooperate during Fraternal Week with the 7th War Loan Drive.

Permanent opportunities now available for personal producers Let us hear from you.

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PENNSYLVANIA

FRANK M. SPEAKMAN

CONSULTING ACTUARY
 Associate
 E. F. Hargrave
 THE SOURCE PHILADELPHIA

Show 1944 Life Record for Eight More States

(CONTINUED FROM PAGE 4)

	New Business	In Force
Washington National.....	10,031	189,378
(G)	3,400	65,000
Total, Ordinary.....	54,629,396	470,664,254
Total, Group.....	25,650,675	57,714,325
Total, Industrial.....	40,758,633	95,280,057
Total, All Lines.....	121,038,704	623,658,636

NEVADA

Aetna Life.....	70,500	207,243
(G)	261,000	732,000
American National.....	49,227	336,909
Bankers Life, Ia.....	38,344	1,795,787
Beneficial Life.....	978,602	4,410,302
Business Men's Assur.....	287,674	1,250,873
Calif.-Western States.....	57,220	1,961,685
Columbian National.....	65,382	1,083,935
Com. Travelers, Utah.....	131,267	368,956
Equitable Society.....	234,051	4,096,827
(G)	179,000	1,361,156
Kansas City Life.....	376,973	2,874,324
Mass. Protective.....	24,500	270,833
Metropolitan Life.....	58,774	2,448,271
(G)	3,644,400	8,331,500
(I)	4,120	874,978
Mutual Benefit Life.....	10,707	608,633
Mutual Life, N. Y.....	437,892	5,143,672
Natl. Pub. Serv., Wash.....	30,193	60,040
New York Life.....	1,973,565	21,358,830
Northwest. L., Wash.....	11,500
Northwestern Mutual.....	222,926	3,032,540
Occidental Life, N. C.....	114,500	974,732
Occidental Life, Cal.....	595,575	2,661,940
(G)	436,866
Ohio Natl. Life.....	64,714	243,884
Pacific Mutual Life.....	442,200	2,787,864
Pacific Natl. Life.....	189,190	1,006,215
Paul Revere Life.....	55,000	180,241
Penn. Mut. Life.....	77,971	989,804
Prudential.....	21,274	2,591,564
(G)	1,502	12,909
(I)	3,143	984,418
Security L. & A.....	33,500	106,602
State Farm Life.....	37,299	251,194
Travelers.....	53,883	1,874,066
(G)	754,577	4,163,115
Union Life, Ark.....	656,012	657,262
United Benefit Life.....	1,146,409	3,439,899
Washington National.....	10,000	47,978
West Coast Life.....	88,257	1,431,379
(G)	29,000	146,000
World.....	3,000	3,000
Total—Ordinary.....	8,666,275	70,463,775
Total—Group.....	4,869,479	15,183,546
Total—Industrial.....	7,263	1,859,396
Total—All Lines.....	13,543,017	87,506,717

NORTH CAROLINA

Acacia Mutual.....	2,326,583	16,013,402
Aetna Life.....	1,941,659	24,653,885
(G)	16,409,607	36,212,157
American National.....	732,796	2,943,267
(I)	1,036,115	5,023,287
Atlantic Life.....	2,065,999	20,071,427
Bankers Life, Ia.....	11,958	4,994,693
(G)	1,060,233	864,606
Columbian National.....	682,627	4,251,302
(G)	86,000	42,000
Conn. General.....	724,647	6,009,280
(G)	2,781,770	10,523,450
Conn. Mutual Life.....	1,769,148	14,884,334
Continental Assur.....	99,321	214,052
(G)	500	18,000
Continental, D. C.....	2,684,018	8,949,498
(I)	10,611,437	39,894,017
Credit Life.....	283,249	141,260
Durham Life.....	5,541,224	23,449,572
(I)	20,341,273	71,867,024
Equitable Society.....	5,185,365	62,645,301
(G)	21,079,668	66,121,934
Expressmens Mutual.....	54,094	562,746
Farm Bureau Life.....	1,627,312	4,348,128
(G)	11,000	326,000
Federal Life.....	217,000	1,516,960
Fidelity Mutual Life.....	442,850	8,987,178
Franklin Life.....	2,000	193,855
Gate City Life.....	3,453,893	10,100,025
(G)	2,521,974	7,724,740
(I)	21,886,000	61,955,137
General American.....	30,700	2,603,397
(G)	463,090	1,261,257
Great Northern.....	197,214	305,345
Guardian Life.....	319,995	4,493,321
Home Life, N. Y.....	1,077,189	4,938,804
Home Security Life.....	907,530	9,034,273
(I)	16,686,068	64,015,034
Imperial Life, N. C.....	3,289,330	18,113,381
(I)	11,451,656	48,078,527
Jefferson Standard.....	14,217,395	162,236,876
John Hancock Mut.....	1,436,599	5,261,940
(G)	1,720,506	1,643,962
(I)	33,596	219,313
Kansas City Life.....	184,138	1,756,030
Liberty Life.....	2,794,834	10,310,433
(G)	122,072	257,256
(I)	336,957	626,094
Life & Casualty.....	4,158,397	16,684,658
(I)	14,787,066	49,275,338
Life of Va.....	4,698,231	42,336,299
(G)	367,500	808,500
(I)	10,350,850	80,227,269
Lincoln National.....	4,476,743	21,931,855
(G)	40,000	62,000
Maryland Life.....	118,524	2,666,487
Mass. Mutual.....	1,753,267	18,440,243
Mass. Protective.....	138,022	1,290,771
Metropolitan.....	9,410,053	130,225,363
(G)	13,485,600	39,919,900
(I)	7,319,131	88,721,239
Midland Mutual.....	185,573	2,366,936
Minnesota Mutual.....	1,710,618	8,024,595

	New Business	In Force
Morris Plan.....	(G) 308,497	590,931
Mutual Benefit Life.....	1,220,171	34,506,344
Mutual Life.....	2,748,393	53,264,323
National Life, Vt.....	1,195,597	14,964,472
N. C. Mutual Life.....	1,391,449	7,531,033
(G)	200,533	803,100
(I)	5,854,030	14,219,994
New England Mutual.....	1,836,316	17,099,102
New York Life.....	5,783,085	84,355,039
No. American Reas.....	2,513,900	12,698,500
Northwestern Mutual.....	2,935,515	38,279,374
Occidental, N. C.....	3,658,863	19,168,799
Ohio State Life.....	172,632	2,588,672
Old Republic Credit.....	363,594	358,422
Pacific Mutual L.....	108,420	7,012,297
Pan-American.....	167,112	3,491,374
Paul Revere.....	401,980	2,312,188
Penn Mutual.....	438,386	14,424,796
Philadelphia Life.....	300,520	4,614,923
Phoenix Mutual Life.....	1,767,550	16,490,903
Pilot Life.....	5,914,487	67,999,758
(I)	6,603,706	35,440,040
Protective Life.....	(G) 753,706	3,095,504
(G)	552,300	4,390,043
Provident L. & A.....	2,063,908	10,065,405
(G)	14,258,150	24,460,274
Provident Mutual Life.....	1,302,199	15,483,662
Prudential.....	4,666,831	55,335,436
(G)	8,683,126	18,303,708
(I)	492,816	6,707,056
Pyramid Life, N. C.....	5,013,945	6,187,792
(G)	120,933	525,792
Reliance Life.....	1,628,886	14,213,711
Reserve Loan Life.....	453,728	4,029,650
Security Life & Tr.....	13,481,581	65,201,125
(G)	3,513,825	5,274,525
Security Mutual, N. Y.....	34,225	979,868
Shenandoah Life.....	2,262,496	11,482,830
So-Dixie Life.....	290,250	999,250
(I)	20,946,091	36,282,142
State Capital Life.....	2,702,128	7,052,809
(I)	10,020,080	21,424,663
State Farm Life.....	61,539	166,983
State Life.....	187,462	2,155,891
State Mutual Life.....	647,807	7,479,185
Sun Life, Can.....	712,809	12,166,820
(G)	1,061,819	1,441,778
Travelers.....	1,543,567	18,175,724
(G)	23,074,040	39,408,466
Union Central Life.....	1,674,090	14,264,073
United Benefit Life.....	1,209,000	3,557,616
United Life & Acc.....	368,911	3,716,369
Volunteer State Life.....	670,579	6,405,051
Washington National.....	16,564	180,679
(G)	11,750	33,000
Winston Mutual Life.....	206,351	452,605
(I)	2,863,391	6,884,489
Total, Ordinary.....	143,709,221	1,340,592,766
Total, Group.....	111,943,053	261,077,379
Total, Industrial.....	161,620,263	629,249,643
Total, All Lines.....	417,272,537	2,230,919,788

TEXAS

(Figures are here given for most of the Texas companies. Figures for the other Texas companies and Texas figures of foreign insurers will be published at a later date.)

American Hosp. & L.....	1,833,007	6,952,649
(G)	476,500
American National.....	66,756,040	342,532,281
(G)	83,000
(I)	191,024,708	900,753,758
Gause-Ware Service.....	1,586,750	4,943,350
Great Amer. Reserve.....	7,068,352	7,746,405
Great National.....	4,177,215	27,288,883
Great Southern.....	28,093,951	303,502,022
Home Owners Life.....	228,560	121,678
Internat. Travelers.....	1,458,882	6,124,460
Legal Standard Life.....	752,600	1,115,580
Palo Duro Life.....	700,854	506,780
Republic National.....	7,678,631	55,279,183
Rural Life.....	3,360,181	10,597,777
Seaboard Life.....	6,081,193	41,575,077
South Coast Life.....	1,501,825	3,727,774
Southern National.....	303,300	476,357
Southern States.....	4,488,809	11,078,519
Southernland Life.....	16,267,565	206,579,117
(G)	1,821,900
Southwestern Life.....	41,849,932	481,718,273
(G)	15,318,198
State Reserve Life.....	2,620,591	18,653,388
(G)	43,500
Texas State Life.....	796,454	7,164,426
Texas Life.....	3,251,662	32,252,414
United Fidelity.....	8,440,299	62,644,819
Universal L. & A.....	821,500	5,387,147
(I)	15,335,534	36,633,287
Watch Tower.....	30,000	133,369
(I)	858,497	2,502,415
Western Reserve.....	3,614,993	24,038,821
(G)	45,200

ADDITIONAL CALIFORNIA FIGURES

Prudential.....	(O) 91,619,072	726,213,856
Total, Ordinary.....	774,004,821	5,938,969,551
Total, All Lines.....	1,960,051,997	8,786,916,323

CORRECTION OREGON FIGURES

Sun Life, Can.....	(G) 1,977,879	17,851,853
(G)	437,414	1,104,893
Total, Ordinary.....	91,071,062	782,029,937
Total, Group.....	39,973,978	132,213,103

ADDITIONAL TENN. FIGURES

Volunteer State Life.....	3,341,222	25,574,229
Total, Ordinary.....	126,293,728	1,045,870,543
Total, All Lines.....	420,034,595	1,860,948,973

H. L. Dixon with Am. National

The ordinary department of American National has appointed Henry L. Dixon as manager at Louisville. He has been assistant manager of John Hancock there for the past several years.

Garrison Brings Action Against Los Angeles Men

LOS ANGELES—Commissioner Garrison has issued an order to show cause why the licenses of Charles C. Beyers and Clinton Beyers, operating a general agency, under the title of The House of Beyers and the Beyers Insurance Agency of Central Life of Chicago, should not be revoked for violation of sections 1703.91 to 1703.96 of the insurance code. The sections cover the licensing of partnerships by means of a joint firm life insurance agent's license. Also of violation of sections 780 and 781 by conspiring to sell insurance by misrepresentation.

Hearing date for the order has been set tentatively for May 8.

Mr. Garrison charges that the Beyers conspired wrongfully to induce persons to purchase what purported to be a guaranteed income at age 65; that they employed sub-agents and instructed them as to the methods of misrepresentation; that the alleged plan was sponsored by an aircraft corporation, a Los Angeles bank and the government; that the Beyers were not connected with either of the three organizations; that they diverted and misappropriated to their own use funds collected from persons to whom they sold the plan.

Under the insurance code, should the commissioner find, after a hearing, that the allegations are proved, he may impose punitive measures or he may certify the defendants to the county district attorney for criminal prosecution.

"We are content to leave the matter in the hands of the authorities," President Alfred McArthur of Central Life declared when asked for a statement.

Iowa Quarter Million Meeting

U. C.'s Issue Division

*speeds approved policies to
agents in just 24 hours!*



Nothing discourages an agent more than an issuing division which functions inefficiently. An approved policy means money in the agent's pocket . . . but not before it has cleared through the issue department!

That's why U. C. has a *speedy* Issue Division . . . geared to return every policy in *just 24 hours* after approval. It's part of the U. C. plan to provide better and quicker service to both agents and policyholders alike.

The Union Central Life Insurance] Company

CINCINNATI, OHIO

over \$500,000,000 in assets

*...pioneering—
for profit!*

Opening new territories under today's conditions . . . developing untouched premium fields . . . can still be a profitable venture. Continental Assurance has a highly effective kit of sales tools for helping you pioneer in fields in which you may not now be active . . . plus a brand of "down-to-earth" sales cooperation that gets results! Ask us to show you how Continental can help you push back your business frontiers.

*One of America's Largest and Strongest
Insurance Institutions*

Continental
ASSURANCE COMPANY

CHICAGO, ILLINOIS

Affiliates:

CONTINENTAL CASUALTY COMPANY
TRANSPORTATION INSURANCE COMPANY



"SOCIAL SECURITY" FOR PROVIDENT AGENTS

We believe that the only effectual way to build a mutual life insurance organization of satisfied policyholders is first to build a strong organization of life insurance agents who are expert in rendering individualized life insurance service.

Such agents must be able to earn a better than average living—and must be assured of a reasonable income in their declining years.

That is why Provident Mutual developed the Fee System for supplementing the incomes of its agents aged 65 or over. If such an agent has been with the Company 15 years or more, he gets an annual fee of 60 cents per thousand of all life insurance in force after the renewal period, provided he has at least a million on the books. This fee—now being

paid to over 50 Provident veterans—is, of course, in addition to normal commissions and renewals.

However, other agents also share in the Fee System. All whole-time agents with a million or more in force are paid an annual fee of 40 cents per thousand on all business after the renewal period, even if sold before the Fee System became effective. This fee amounts to 60 cents per thousand on all business closed after March 1, 1944.

Without agents, there would be no policy owners. While Provident is proud that it has always been a policy owners' company, it is also proud that it is an agents' company, and that it was a pioneer in this very practicable form of "Social Security" for the man with the rate book.

PROVIDENT MUTUAL LIFE INSURANCE COMPANY of PHILADELPHIA, PA.

PROVIDENT MEANS "LOOKING AHEAD"